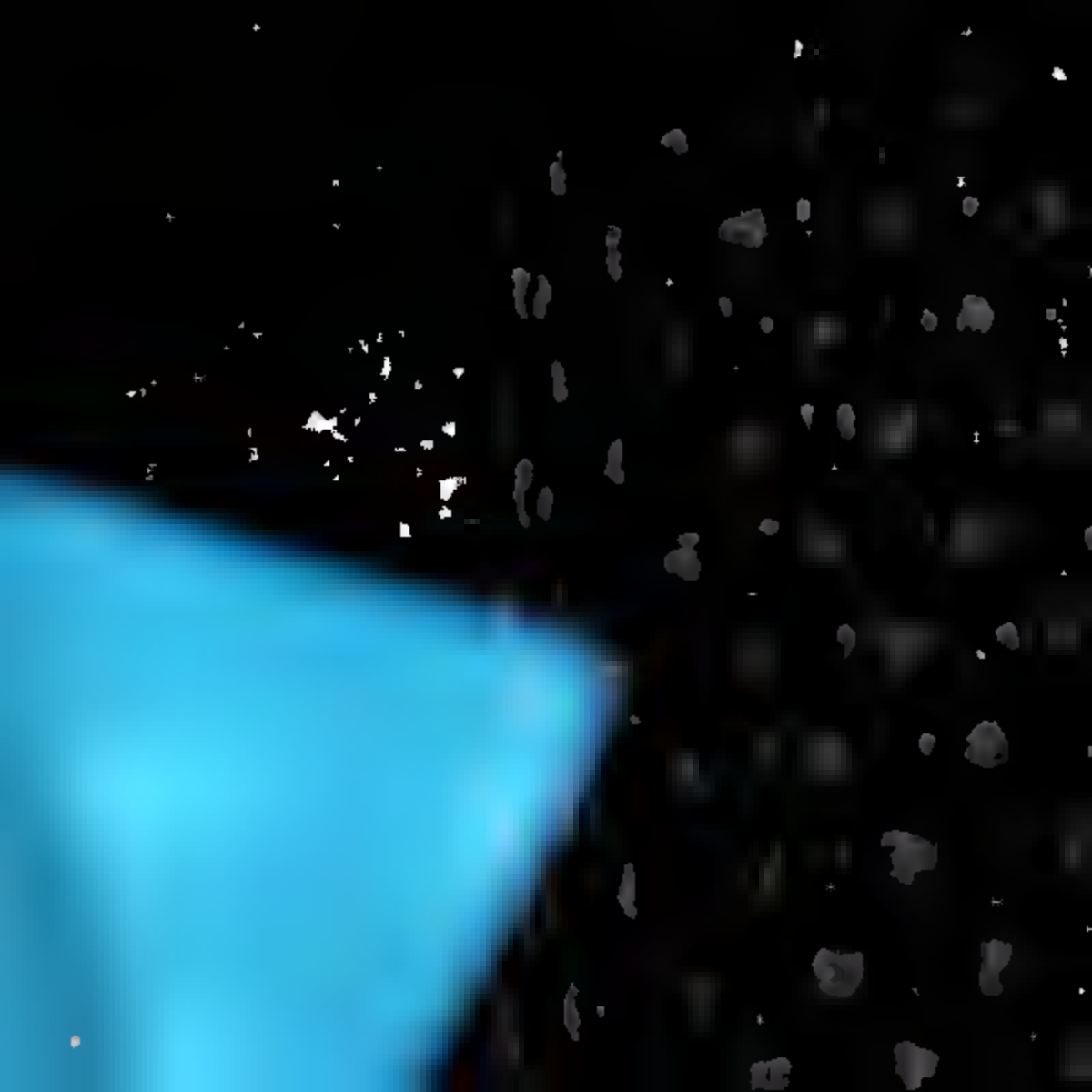

JACK TRACY
ROOM 320

2-X-H

3


July 1, 1960

SENATORS KENNEDY AND SYMINGTON WILL BE INTERVIEWED
IN FULL-HOUR 'MEET THE PRESS' TELECAST JULY 10

Senators John F. Kennedy (D.-Mass.) and Stuart Symington (D.-Mo.), the two announced candidates for the Democratic Presidential nomination, will be guests on "Meet the Press" Sunday, July 10 on the NBC-TV Network. The program will be expanded to a full hour on this date, and is scheduled from 6 to 7 p.m. EDT.

Senators Kennedy and Symington will be interviewed in turn by the same panelists -- John Steele of Time and Life, Marquis Childs of the St. Louis Post-Dispatch, Edwin Newman of NBC News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." The program, a Public Affairs presentation of NBC News, will be telecast live from the Los Angeles Sports Arena, the site of the national Democratic convention. Ned Brooks will be the moderator.

NBC NEWS

NBC CONVENTION NEWS

July 1, 1960

NBC NEWS' SCHEDULE ANNOUNCED FOR COVERAGE OF DEMOCRATIC AND REPUBLICAN CONVENTIONS ON NBC-TV NETWORK

MEMO TO TELEVISION EDITORS:

The following is the revised schedule of the NBC News' coverage of the 1960 national political conventions on the NBC-TV Network, subject to last-minute changes caused by convention developments (all times EDT).

DEMOCRATIC CONVENTION

Monday, July 11 -- 7:30 p.m. to conclusion. Opening organizational session; keynote speech by Senator Frank Church of Idaho.

Tuesday, July 12 -- 7 p.m. to conclusion. Platform Committee report by Representative Chester Bowles of Connecticut.

Wednesday, July 13 -- 6 p.m. to conclusion. Nominating speeches for President; balloting.

Thursday, July 14 -- 6 p.m. to conclusion. Nominating speeches for Vice President; balloting.

Friday, July 15 -- 9 p.m. to conclusion. Acceptance speeches by the Presidential and Vice Presidential nominees; entertainment.

(more)

## REPUBLICAN CONVENTION

Monday, July 25 -- 11 a.m. to conclusion. Organizational meeting and platform presentation.

Monday, July 25 -- 8:30 p.m. to conclusion. Keynote address by Representative Walter H. Judd of Minnesota, and other speeches.

Tuesday, July 26 -- 8:30 p.m. to conclusion. Reports by Credentials, Rules and Permanent Organization Committees; address by President Eisenhower.

Wednesday, July 27 -- 8:30 p.m. to conclusion. Adoption of platform; nominating speeches for President; balloting.

Thursday, July 28 -- 8:30 p.m. to conclusion. Nominating speeches for Vice President; balloting; acceptance speeches by Presidential and Vice Presidential nominees.

-----o-----

NBC-New York, 7/1/60

NBC NEWS

NBC CONVENTION NEWS

July 1, 1960

PAUL BUTLER, CHAIRMAN OF DEMOCRATIC NATIONAL COMMITTEE,
TO BE INTERVIEWED ON 'CONVENTION PREVIEW'

Paul M. Butler, Chairman of the Democratic National Committee, will be interviewed on "Convention Preview," the first of a series of programs looking toward the Democratic convention in Los Angeles, on the NBC-TV Network Tuesday, July 5 (4:30-5 p.m. EDT). The program also will report on activities of the Platform Committee and on preparations at the Democratic Headquarters hotel and at the Los Angeles Sports Arena, where the convention will open July 11.

The other special programs in the "Convention Preview" series are: Wednesday, July 6 (4:30-5 p.m. EDT); Thursday, July 7 (7:30 to 8 p.m. EDT) and Friday, July 8 (9-9:30 p.m. EDT). The series will be produced by Chet Hagan.

-----o------

EDITORS:

The NBC Daily News Report will not be published Monday, July 4. Publication will be resumed Tuesday, July 5.

NBC NEWS

NBC CONVENTION NEWS

July 1, 1960

TO ALL EDITORS:

The following information is supplied to facilitate reaching members of the NBC Press Department in Los Angeles during the Democratic Convention. If you should need stories, features or photos from the Convention, please call on any of the persons listed. Or, if you are in Los Angeles for the Convention, please drop in for a visit.

| FACILITY | LOCATION | PHONE NO. |
|---|---|---|
| NBC Press Department | NBC Convention Central<br>L. A. Sports Arena | Richmond 7-4321<br>Ext. 34, 35, 57 |
| NBC Working Press HQ | Biltmore Hotel<br>Room 4107 | Madison 5-5881<br>Ext. 6, 7 |

NBC PRESS DEPARTMENT PERSONNEL

(From Hollywood)

| | | |
|---|---|---|
| Casey Shawhan | Sunset & Vine Streets | Victoria 9-3911<br>Thornwall 5-7000 |
| Earl Zeigler | " | " |
| Ken Kantor | " | " |
| Bill Stein | " | " |
| George Marakas | " | " |

(From New York)

| | | |
|---|---|---|
| Ellis Moore | Hollywood Premiere Motel<br>5333 Hollywood Boulevard | Hollywood 6-1691 |
| Mort Hochstein | " | " |
| Sid Desfor (Photo) | " | " |

(more)

2 - NBC Press

NEW YORK PRESS DEPT. CONTACTS

| | |
|---|---|
| Milt Brown | Circle 7-8300 |
| Chuck Henderson | " |
| Ethel Kirsner | " |
| Ernie Otto | " |
| Bud Rukeyser (Trade) | " |

(A Press Department directory for the Republican Convention in Chicago will be released shortly.)

-----o-----

NBC-New York, 7/1/60

NBC NEWS

NBC CONVENTION NEWS

July 1, 1960

PROGRAM CHANGE

ADLAI STEVENSON TO BE INTERVIEWED JULY 6 ON 'TODAY' PROGRAM

An interview with Adlai Stevenson on NBC-TV's "Today" show will be telecast Wednesday, July 6 (7:30 to 8 a.m. EDT) instead of Thursday, July 7, as previously announced. The interview, which will originate in Chicago, will be taped Tuesday afternoon, July 5 for presentation Wednesday, July 6.

-----o------

NBC CONVENTION NEWS

July 1, 1960

FULL COVERAGE OF DEMOCRATIC AND REPUBLICAN CONVENTIONS IS SCHEDULED BY NBC RADIO NETWORK

NBC News will present gavel-to-gavel coverage of the national political conventions on the NBC Radio Network, said William R. McAndrew, Vice President, NBC News, today.

Mr. McAndrew said the hourly newscasts, in addition to "Three Star Extra" (Monday through Friday at 6:45 p.m. EDT) and Morgan Beatty's "News of the World" (Monday through Friday at 7:30 p.m. EDT), will continue to be presented during convention hours, except when proceedings will not permit a cutaway from the convention scene. These regular news shows, however, will largely be extensions of the convention coverage.

"Three Star Extra," "News of the World" and many of the hourly newscasts will originate from the convention cities of Los Angeles and Chicago. Beatty will be an "anchor man" -- with Robert McCormick -- in the radio convention operation.

The tentative schedule of Democratic convention coverage on NBC Radio differs from the previously announced NBC Television schedule on two days. On Monday, July 11, the radio coverage is scheduled to start at 8 p.m. EDT and the television coverage at 7:30 p.m. EDT.

(more)

2 - Radio Schedule

On Friday, July 15, the radio coverage will begin at 8 p.m. EDT and the television coverage at 9 p.m. EDT.

Radio and television schedules are the same for coverage of the Republican convention.

The tentative starting times of the radio coverage of the Democratic convention sessions follow (all times EDT):

Monday, July 11 -- 8 p.m. Opening organizational session; keynote speech by Senator Frank Church of Idaho.

Tuesday, July 12 -- 7 p.m. Platform Committee report by Representative Chester Bowles of Connecticut.

Wednesday, July 13 -- 6 p.m. Nominating speeches for President; balloting, unless the nominating speeches run longer than expected.

Thursday, July 14 -- 6 p.m. Nominating speeches for Vice President; balloting.

Friday, July 15 -- 8 p.m. Acceptance speeches by the Presidential and Vice Presidential nominees; entertainment.

The tentative starting times of the radio coverage of the Republican convention sessions are (all times EDT):

Monday, July 25 -- 11 a.m. Organizational meeting and platform presentation.

Monday, July 25 -- 8:30 p.m. Keynote address by Representative Walter H. Judd of Minnesota, and other speeches.

Tuesday, July 26 -- 8:30 p.m. Reports by Credentials, Rules and Permanent Organization Committees; address by President Eisenhower.

(more)

9 - Fri., July 15

On Friday, July 15, the radio coverage will begin at 7 a.m. EST and the television coverage at 8 a.m. EST.

Radio and television commentary by the news correspondents of the Republican convention.

The keynote address by Senator Barry Goldwater of the Republican convention (All times EST).

Monday, July 11 - 7 p.m. Opening ceremonies; welcome; keynote speech by Senator Dewey Short, Chairman of Ohio.

Tuesday, July 12 - 7 p.m. Platform committee report to Representatives Senator Barry of Connecticut.

Wednesday, July 13 -- 8 p.m. Nominating speeches for President; Nominations; roll call of the nominating speeches for President and Vice President; balloting.

Friday, July 15 -- 9 p.m. Acceptance speeches by the Presidential and Vice Presidential candidates, adjournment.

The temporary meeting place of the radio coverage of the Republican convention begins on (All times EST).

Sunday, July 9 - 11 a.m. Preparation; meeting and platform presentation.

Monday, July 10 -- 8:30 a.m. Prayer service by Representative Bryce N. Harlow of Maryland, and other speeches.

Tuesday, July 10 -- 6:30 p.m. Address by Congressman Jules and Pressman, Chairman Committee, address by Senator Hickenlooper.

Wednesday, July 27 -- 8:30 p.m. Adoption of platform; nominating speeches for President; voting for Presidential nominee.

Thursday, July 28 -- 8:30 p.m. Nominating speeches for Vice President; voting for Vice Presidential nominee; acceptance speeches by Presidential and Vice Presidential nominees.

-----o------

NBC-New York, 7/1/60

WILLIAM S. HEDGES TO ADDRESS SYMPOSIUM ON BROADCASTING AND PUBLIC OPINION AT NORTHWESTERN UNIVERSITY

William S. Hedges, Vice President, National Broadcasting Company, will address a symposium on broadcasting and public opinion July 5 as part of a Summer seminar at the Northwestern University School of Speech in Evanston, Ill.

Mr. Hedges, who is in charge of NBC's Political Broadcasting Unit, will survey the role broadcasting has played in covering the political scene. He will also touch on certain aspects of NBC's coverage of the forthcoming political conventions, and the subsequent use of radio and television during the campaigns.

Associated with radio and television broadcasting for more than 38 years, Mr. Hedges has been with NBC since 1931. As a reporter for the Chicago Daily News 40 years ago, he reported the convention that resulted in the nomination of Warren G. Harding for President.

Mr. Hedges is founder and past president of the National Association of Broadcasters and has served as president of the Radio and Television Executives Society and the Broadcast Pioneers.

-----o------

NBC-New York, 7/1/60

NBC COLOR TELEVISION NEWS

July 1, 1960

# KIPLING'S "KIM" TO BE COLORCAST ON "SHIRLEY TEMPLE SHOW"

- - -

## William H. Brown Jr. Will Be Executive Producer, William Asher Producer-Director of Series

Rudyard Kipling's "Kim" will be among several famous classics to be dramatized for presentation on "The Shirley Temple Show," NBC-TV Network full-hour colorcast series, during the 1960-61 season.

Miss Temple will star in one out of three of the NBC productions during the 39-week season and serve as hostess for the others in the series, which will lead off the network's Fall Sunday lineup (7-8 p.m. EDT).

William H. Brown Jr. will be executive producer, with William Asher as producer-director of the programs, which will include music and variety, children's stories, original teleplays, and adventures in the worlds of comic strip characters.

Richard Alan Simmons wrote the television adaptation of "Kim," a picturesque tale of life in India generally regarded as Kipling's greatest achievement in fiction. Asher said an all-star cast for "Kim" will be announced.

-----o------

NBC COLOR TELEVISION NEWS

July 1, 1960

PROGRAM REVISION FOR 'FORD SHOW'

A "Ford Show" program starring Tennessee Ernie Ford will be colorcast Thursday, July 7 (NBC-TV Network, 9:30 p.m. EDT). This was to have been the date for the premiere of "Wrangler" as Summer replacement for the "Ford Show." "Wrangler" has been postponed because of production delays.

-----o-----

ROBOT FLYING SAUCER KIDNAPS 'RUFF AND REDDY'

Ruff and Reddy overcome the Goon of Glocca Morra, free the tiny Leprechaun princess, as a new series of re-run adventures, on the planet Muni Mula starts on "The Ruff and Reddy Show" colorcast Saturday, July 9 (NBC-TV Network, 10:30 a.m. EDT).

The final chapters in the Leprechaun story are "Gold Room Doom" and "Three See the Wee Princess Free." Ruff and Reddy embark on their new adventure when they are kidnaped by a robot flying saucer bound for the planet Muni Mula. Jimmy Blaine entertains during the live portion of the show.

-----o-----

## NBC WINS THREE SCHOOL BELL AWARDS

- - -

Presented by Seven National Education Associations

For Distinguished Interpretive Reporting

The National Broadcasting Company has been honored with three school bell awards presented by seven national education associations for distinguished interpretive reporting on education.

John K. West, Vice President, NBC, Pacific Division, accepted the awards on behalf of the network at the second general assembly of the National Education Association in Los Angeles. NBC was cited for three programs:

"Back to School," a one-hour NBC-TV special program produced by Reuven Frank and narrated by David Brinkley (Aug. 25, 1959).

"The Secret of Freedom," a special one-hour NBC-TV program written by Archibald MacLeish and produced by Robert D. Graff (Feb. 28, 1960).

"Education in America," a 90-minute program on the NBC Radio Network's "Image America" series, produced by Peter Lassally and narrated by Bob Considine (April 11, 1960).

The awards, walnut-based bronze medallions depicting in relief an old-fashioned school bell, were presented by Clayton E. Rose, President of the National School Public Relations Association and Director of Public Relations for the New York State Teachers Association. NSPRA is coordinating agency for the awards, made by seven national education associations: the American Association of School Administrators, Council of Chief State School Officers, National Association of Secretaries of State Teachers Associations, National Congress of Parents and Teachers, National Education Association of the United States, National School Boards Association and United States Office of Education. -----o------ NBC-New York, 7/1/60

NBC COLOR TELEVISION NEWS

July 1, 1960

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of July 10-16 (All Times EDT)

Sunday, July 10

8-9 p.m. -- "Music on Ice" presents the second part of "All-American Jubilee," with Johnny Desmond as host. Guests are vocalist June Valli, skater Shirley Linde, ice-skating juggler Trixie, ice adagio team Dick and Jean Maxfield, Skip-Jacks (vocal group), and skater Manuel del Toro.

9-10 p.m. -- "The Chevy Mystery Show" presents "Dead Man's Walk" starring Robert Culp and Abby Dalton.

(Note to Editors: The regularly scheduled NBC evening colorcast programs will be pre-empted (July 11-15) by coverage of the Democratic convention.)

Monday, July 11

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is emcee.

Tuesday, July 12

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is emcee.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, July 13

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:45 p.m. to concl. Approx. 4:00 p.m. -- The 29th Annual All-Star Baseball Game, at Yankee Stadium, New York.

Thursday, July 14

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is emcee.

Friday, July 15

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" -- Bill Leyden is emcee.

Saturday, July 16

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" -- tonight, "A House Divided." (Repeat)

-----o-----

NBC-New York, 7/1/60

JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

July 5, 1960

ADDITION OF BRISTOL-MYERS TO SPONSORS' ROSTER MAKES NBC-TV NETWORK CONVENTION COVERAGE VIRTUAL SELL-OUT

The addition today of the Bristol-Myers Company to the sponsorship list of the NBC Television Network's coverage of the 1960 political conventions brings the coverage to a virtual sold-out position, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Bristol-Myers purchase, along with the five previous purchases by advertisers, makes NBC-TV's convention coverage five-sixths sold.

Previously announced sponsors of NBC-TV's complete convention coverage are Thomas J. Lipton Company, Brown & Williamson Tobacco Company, B. F. Goodrich Company and its dealers, Field Enterprises Inc. and Cowles Magazines Inc.

The Bristol-Myers purchase was placed through Young & Rubicam Inc. The other agencies were Batten, Barton, Durstine & Osborn Inc. for B. F. Goodrich; Ted Bates and Company for Brown & Williamson; Sullivan, Stauffer, Colwell & Bayles for Thomas J. Lipton; Keyes, Madden & Jones Inc. for Field Enterprises and McCann-Erickson Inc. for Cowles.

-----o------

July 5, 1960

HUGH F. DEL REGNO IS PROMOTED TO DIRECTOR, BUSINESS AFFAIRS, NBC OWNED STATIONS AND NBC SPOT SALES

Promotion of Hugh F. Del Regno to the position of Director, Business Affairs, NBC Owned Stations and NBC Spot Sales, was announced today by P. A. (Buddy) Sugg, Executive Vice President, NBC Owned Stations and NBC Spot Sales. Mr. Del Regno will occupy the position being vacated by Anthony Krayer, who has accepted an appointment with NBC television affiliate station WCKT, Miami, Fla.

Mr. Del Regno, who has been with the National Broadcasting Company since February, 1958, was formerly Manager, Accounting and Budgets, NBC Owned Stations and NBC Spot Sales. Before coming to NBC he was Corporate Supervisor, Budgets and Financial Evaluations, Curtis-Wright Corporation. (1955-1958), and was employed as a business manager by the CBS Television Network (1948-1955).

He was born in New York City July 26, 1927 and attended Fordham University, New York and the Graduate School of Business, New York University, where he received a Master's Degree in Business Administration in 1951. During World War II and the Korean War he served overseas with the U. S. Marine Corps. He is unmarried and lives in New York City.

-----o------

PETER B. KENNEY IS APPOINTED WRC-TV STATION MANAGER

Peter B. Kenney has been appointed Station Manager of NBC's owned television station, WRC-TV, Washington, D. C., it was announced today by Joseph Goodfellow, NBC Vice President and General Manager, WRC, WRC-FM and WRC-TV.

Mr. Kenney has been with the National Broadcasting Company since December, 1956. Since October, 1959, he has been stationed in Buenos Aires, Argentina, as Station Operations Consultant for NBC International in the formation, construction and operation of Channel 9 (Station CADETE) which went on the air in that city on June 9.

From 1956 to 1959 Mr. Kenney was General Manager of NBC's owned UHF television station, WNBC, Hartford-New Britain, Conn., until that station was sold by NBC. He joined WKNB Hartford when it went on the air in 1946 and was General Manager when the station was purchased by NBC in 1956. Prior to joining WKNB, he was director of the radio department of the Julian Gross advertising agency in Hartford. He attended Princeton University. He served in the U. S. Army Signal Corps in Europe during World War II.

Mr. Kenney is 38. He and his wife and children have lived in Newington, Conn., until his present appointment.

-----o-----

NBC-New York, 7/5/60

July 5, 1960

"THE SECRET OF FREEDOM," ARCHIBALD MacLEISH'S AWARD-WINNING TV DRAMA, WILL BE REPEATED ON "WORLD WIDE 60"

- - -

Tony Randall, Thomas Mitchell and Kim Hunter Co-Star

Archibald MacLeish's "The Secret of Freedom," which last week won an award for NBC from the National Education Association and six other leading educational organizations for "distinguished interpretive reporting on education," will be repeated as a "World Wide 60" presentation Saturday, July 16 (9:30-10:30 p.m. EDT).

Tony Randall, Thomas Mitchell and Kim Hunter co-star in the filmed play, written by the Pulitzer Prize-winning dramatist expressly for production by NBC Television.

Following the premiere last Feb. 28, warm words of praise from TV critics ranged from "a strong, beautiful and effective thing" to "a passionate and smooth-flowing pep talk." One said he "was terribly moved by MacLeish's message"; another noted that "few viewers could fail to be moved by some of Mr. MacLeish's oratory."

Opening with a defeated school-tax referendum in a small American town, the play presents the audience with a rather unpleasant picture of itself and of the strange, mixed-up state of mind the country is in today. Randall and Miss Hunter portray a civic-minded couple who have worked long and hard to gain passage of the tax referendum to improve the schools in their community. Mitchell portrays a tart-tongued town librarian.

(more)

When MacLeish spoke to the cast about the play at first rehearsal, he said: "What I started with was an idea: that we are in a very confused and very dangerous state of mind in this country today. A few years ago we began to think that we might not be the new and young country we had always believed we were, not the nation everybody loves. I thought of using television as a way of saying something about America that people can believe. It gradually became a play. I hope the audience, looking at the program, will think, 'That's me there. That's happening to me.' For it is."

Robert D. Graff produced the program. Alan Schneider directed.

* * *

'THE SECRET OF FREEDOM'

"Do you know what the secret of happiness is?... It's freedom. And you know what the secret of freedom is? Courage...The courage to dream your dream and do your duty as you see it, no matter what other people say or think...And not to stop doing it."

--Spoken by Joe (Tony Randall) in "The Secret of Freedom."

-----o------

NBC-New York, 7/5/60

NBC NEWS

NBC CONVENTION NEWS

July 5, 1960

# PERLE MESTA TO COVER PRE-CONVENTION HIGHLIGHTS FOR 'MONITOR'

Perle Mesta, internationally famous hostess and diplomat, will serve as a special NBC Radio "Monitor" Communicator to report the highlights of pre-convention activities.

Mrs. Mesta was signed by Albert L. Capstaff, Vice President in Charge of Programming for the NBC Radio Network. She will report on the behind-the-scenes activities of leading Presidential hopefuls, highlights of caucus room meetings, pre-convention social life and other phases of the Democratic and Republican sessions.

"In obtaining Mrs. Mesta," Mr. Capstaff said, "we feel that 'Monitor' has a person eminently qualified to represent 'Monitor' at the conventions."

-----o------

July 5, 1960

CONVENTION NEWSLETTER

VOICES OF THE PEOPLE: One of the facts David Brinkley has on tap for the Republican get-together will come when Representative Charles Halleck of Indiana takes the rostrum to speak. "Charlie Halleck," David observes, "has the second loudest voice in Congress. He bellows like a bull horn." The loudest voice, Dave reports, belongs to Noah Mason, Republican Representative from Illinois.

* * *

NBC CORRESPONDENTS' CORNER: Washington correspondent Art Barriault, who was once a Secret Service man, is on good terms with the President's bodyguards....Newsmen of all media will salute Bill Henry's 70th birthday at convention time. Party was to be a surprise, but someone leaked it to Bill. ...Radio anchorman Bob McCormick opines that the best, most accurate convention stories in Chicago originate at the Blackstone bar...Best poker player among the NBC crew is Frank McGee, says Frank McGee...Julian Goodman, a producer who studies such things, reports that the Los Angeles sports arena caucus rooms are among the smallest in recent convention history.

* * *

"HOW'S THE BEER MUG?" -- If that phrase comes over your receiver during convention time, don't think the political situation is being liquidated. Beer mug is the technician's term for a hand-held microphone. A recent NBC memo reported that the beer mugs in Los Angeles and Chicago had been tested and found satisfactory.

* * *

(more)

BACKGROUND: "Most people forget that the convention system sprang up spontaneously at the local and state levels to prevent cabals of national politicians in Washington -- principally in Congress -- from preempting the nominations," observes radio anchorman Morgan Beatty. "The great danger in the early 1880's," says Beatty, "was that Congress would gain control of the Presidency and upset the balance of power in government. Meetings, therefore, were held in places removed from Washington. Gradually these assumed official status and called themselves conventions."

* * *

CONSTITUENTIAL AMENDMENT

Les and Liz Carpenter, a husband-and-wife team who have been reporting Texas news from Washington for 15 years, will cover the Texas delegation for NBC, with a careful watch on Senator Lyndon B. Johnson. A copy of the weekly newsletter the Senator mails to many of his constituents once was returned with this note: "You don't need to send me this newsletter. I get all the Washington news I need by reading Les and Liz Carpenter." Johnson sent it to the Carpenters, also with a note: "Are you getting into my act?" They wrote back: "No, you got into ours."

* * *

QUOTABLE

"I'm so easy to spot. People have a tendency to come and tell me things." -- Esther Van Wagoner Tufty, NBC News reporter.

-----o------

NBC-New York, 7/5/60

PR-14

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.



July 6, 1960

SENATOR JOHNSON TO JOIN SENATORS KENNEDY AND SYMINGTON ON FULL-HOUR 'MEET THE PRESS' PROGRAM JULY 10

Senator Lyndon B. Johnson (D.-Tex.) will join Senators John F. Kennedy (D.-Mass.) and Stuart Symington (D.-Mo.) on "Meet the Press" Sunday, July 10 over the NBC-TV and NBC Radio Networks.

The program, which will be expanded to a full hour on this date, will be telecast live from the Los Angeles Sports Arena, the site of the Democratic national convention, from 6 to 7 p.m. EDT. It will be carried on the NBC Radio Network from 9 to 10 p.m. EDT.

Senators Johnson, Kennedy and Symington, the three announced candidates for the Democratic Presidential nomination, will be interviewed in turn by the same panelists -- John Steele of Time and Life, Marquis Childs of the St. Louis Post-Dispatch, Edwin Newman of NBC News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will be the moderator.

"Meet the Press" is a Public Affairs presentation of NBC News.

-----o------

NBC NEWS

NBC CONVENTION NEWS

July 6, 1960

TREK TO LOS ANGELES OF DAVE GARROWAY AND HIS 'TODAY' CREW MARKS BIGGEST CROSS-COUNTRY MOVE OF MEN AND GEAR FOR ANY SINGLE TV SHOW COVERING THE CONVENTION

When Dave Garroway takes his "Today" show to Los Angeles it will be the biggest cross-country move of personnel and equipment for any single television program covering the Democratic convention (starting July 11).

Garroway heads the cast which includes Frank Blair, Martin Agronsky, Joyce Davidson and Burr Tillstrom (the latter with Kukla and Ollie). Jack Lescoulie a regular on the NBC-TV series, will join the group for the Republican convention in Chicago (starting July 25).

The production staff (writers, technical directors and engineering crews numbering 50 people) will also make the trip to the convention cities.

"Today" will originate from specially constructed studios in Democratic and Republican convention headquarters. Telecasting live from 4 to 6 a.m. (local time) in Los Angeles the program will come from the Grand Ballroom, Foyer and Main Galleria of the Biltmore Hotel. In Chicago the program will originate from the Normandie Lounge in the Hilton Hotel, 6 to 8 a.m. (local time). Air time on the NBC-TV Network is in the regular 7 to 9 a.m. EDT period.

(more)

Starting with the sound of the gavel, the morning program will cover each day's session. In "Today's" tape central at the Biltmore Hotel a staff of writers, headed by the program's political expert, Sidney Hyman, will monitor the television output from the Sports Arena. At NBC-TV's tape studios in Burbank another of "Today's" staff will edit and re-edit the tape coverage of each session. These edited tapes of important moments will be presented in each morning's recap of convention highlights. The same procedure will be followed in Chicago.

Following the completion of sessions each evening "Today" will take over the NBC News studio at the Sports Arena in Los Angeles and the Amphitheatre in Chicago for taped interviews with key figures at the convention. The interviews will be telecast in the regular morning program time.

The major portion of each "Today" telecast will remain live, however, with taped segments being integrated into the format.

During the convention telecasts, Garroway, Blair and Agronsky will interview political experts, candidates and key delegates to project what could happen in the next session.

"Today" cameras will be in a position to patrol convention headquarters to report on early morning caucuses and other convention activities.

"Today" will also take its viewers behind the scenes. Joyce Davidson will report on the women's view of the conventions, and Burr Tillstrom (and his two puppet pals -- Kukla and Ollie) will be on hand each morning to give impressions of the political scene. Burr, Kukla and Ollie will also interview political figures "on their own."

Music and entertainment highlights, fashion features, and other topics will also be assigned to segments of each day's show.

-----o-----

NBC-New York, 7/6/60

NBC NEWS

NBC CONVENTION NEWS

July 6, 1960

MAJOR ASSIGNMENTS ARE LISTED FOR NBC NEWS COVERAGE OF CONVENTIONS

Following are major assignments in the NBC News coverage of the Democratic convention opening in Los Angeles on July 11 and the Republican convention starting in Chicago July 25:

CONVENTION HALL CONTROL CENTER

William R. McAndrew, Vice President, NBC News

Julian Goodman, Director, NBC News and Public Affairs

Reuven Frank, Producer of the convention coverage

Elmer W. Lower, manager of operations for the convention coverage.

Eliot Frankel, assistant to the manager of operations.

TELEVISION COVERAGE

Anchor Booth overlooking the convention floor

Chet Huntley, NBC News correspondent

David Brinkley, NBC News correspondent

Marya McLaughlin, news assistant

Convention Floor

Merrill Mueller, NBC News correspondent

Frank McGee, NBC News correspondent

Martin Agronsky, NBC News correspondent

Herb Kaplow, NBC News correspondent (Los Angeles)

Sander Vanocur, NBC News correspondent (Chicago)

(more)

Roving Assignment

Richard Harkness, NBC News correspondent

Lee Hall, NBC News correspondent

Platform

Bill Henry, NBC News correspondent

Directors

Charles Jones

James Kitchell

Robert Priaulx

Charles Sieg

Jack Sughrue

Tape Central

Roy Neal, editor

"Texaco Huntley-Brinkley Report"

Peter Jacobi, writer

"Today" News

William Fitzgerald, supervising editor

Helen Marmor, night editor

Dan Grabel, writer

Harry McCarthy, writer

"Edwin Newman Reporting"

Edwin Newman, NBC News correspondent

Piers Anderton, editor

Special Programs

Chet Hagan, producer

* * *

(more)

A - CONVENTION NEWS NOTES

NEWS CONTACTS

Business Office

Morgan Beard, ed. Home correspondent,
Colonel Bernstein, 100 Lake Commissioner
Jane Tomlinson, reporter of radio convention

Convention Floor

Bonnie Abernathy, KDC Home correspondent
Peter Jenkins, KDC News correspondent
Jerome Martin, KDC Home correspondent
Virginia Fabri, KDC Home correspondent

Radio Broadcast Unit

Al Abney, KDC Home correspondent (on radio)
Ann Mason, KDC Home correspondent (on air)

Radio Site Control

Robert Hanson, engineer

Newscasting and "Journal"

Al Powell, editor

* * *

EDITORIAL

Convention News Desk

Max Brown, editor
Sue Chesney, editor
Matthew Ellis, editor

Photography Staff

Joseph C. Mooney, in charge of KDC Home Convention
Don Barney, assignment editor
Jerome C. Lowery, KDC Home correspondent
Bruce Montgomery, KDC Home correspondent
Tom Stevens, KDC Home correspondent

GENERAL

Headquarters Hotel (Cont'd)

Wally Pfister, editor

Burt Ivry, overnight editor

Local Arrangements

John Thompson, Manager, NBC News, Los Angeles

Frank Jordan, Manager, NBC News, Chicago

Liaison with British Broadcasting Corporation

Gene Juster

Correspondents assigned to key personalities

Sander Vanocur to Senator John F. Kennedy (D.-Mass.).

Arthur Barriault to Senator Stuart Symington (D.-Mo.).

Joseph C. Harsch to Adlai Stevenson.

Ray Scherer, Lesley and Elizabeth Carpenter to Senator Lyndon B. Johnson (D.-Texas) and Rep. Sam Rayburn (D.-Texas).

Frank Bourgholtzer and William Leeds to former President Truman.

Esther Van Wagoner Tufty to Governor G. Mennen Williams of Michigan.

Ray Hasson to Governor Robert B. Meyner of New Jersey.

Leif Eid to Senator Henry M. Jackson (D.-Wash.).

Lee Nichols to Governor Edmund G. Brown of California.

Thomas Pettit to Senator Hubert Humphrey (D.-Minn.).

Herb Kaplow to Vice President Richard M. Nixon.

Bill Ryan to Gov. Nelson A. Rockefeller of New York.

Ray Scherer to President Eisenhower.

Correspondents assigned to delegations

Carroll McGaughey, Bill Monroe and Ray Moore to the Southern bloc.

Lesley and Elizabeth Carpenter to Texas and Arkansas.

Lee Nichols to California.

(more)

## 4. Conversion to [illegible]

[illegible]

[illegible] (cont'd)

[illegible]

[illegible]

[illegible]

Correspondents assigned to delegations (Cont'd)

John Ghilain to the Northeast bloc.

Murray Fromson to the Northwest bloc.

Len O'Connor to Illinois.

Robert Gamble to Indiana and Kentucky.

Leif Eid to Delaware, Maryland and Virginia

Esther Van Wagoner Tufty to Wisconsin and Michigan

Thomas Pettit to Minnesota

William Leeds to Missouri

Floyd Kalber to the farm bloc

Ray Hasson to New Jersey

James Holton to Pennsylvania and West Virginia.

-----o------

NBC-New York, 7/6/60

Correspondence Received in Reference (Cont'd)

John Walsh: Mr. Hal McPhaden [illegible].

Harry Truman to Tom McCullough [illegible].

Ian O'Donnell to Hilliard.

Robert Dodds to Indians and Economy.

Carl Gao to Balance, Harrison and Virginia

Sabine Van Vogeny Duty to Alcohol, and Harrison

Thomas Scott: An Economy

Military Lease to Bassett

Lucy Salmon to Lake View Line

Tom Bassett to New Jersey

James Holder to Transportation and Work Weights.

-----o-----

July 6, 1960

JUDITH ANDERSON, DAME COMMANDER OF ORDER OF THE BRITISH EMPIRE

She Gets That Title from Queen on July 12; Actress Will Take Day Off From 'Macbeth' Shooting (for 'Hallmark Hall of Fame') to Get Honor

Judith Anderson will put aside the royal attire she wears in "Macbeth" on July 12 to be invested by Queen Elizabeth as Dame Commander of the Order of the British Empire in a formal ceremony at Buckingham Palace.

"Macbeth," starring Maurice Evans in the title role and Miss Anderson as Lady Macbeth, will be colorcast on NBC-TV Network's "Hallmark Hall of Fame" in November.

Actually, Miss Anderson has been an authorized Dame since last Jan. 1 when her name was placed on the Queen's annual Honors List.

When she arrived in Scotland last month for "Macbeth" location shooting, she asked producer-director George Schaefer for the day off on July 12 to receive the royal honor.

-----o------

JACK TRACY
ROOM 320

2-X-H

NBC FEATURE

July 7, 1960

JACK PAAR'S LATE-NIGHT SHOW REACHES THIRD ANNIVERSARY JULY 29

Three weeks from now -- July 29 to be exact -- Jack Paar will observe the third anniversary of his late-night show on the NBC-TV Network.

The almanac states a gift for third anniversaries should be leather, and in Paar's case it could well take the form of a traveling bag in recognition of Jack's achievements "going places."

The first year of the program was marked by innovation. It was a late-night show which attracted substantially more viewers than the old movie reruns in local areas. But even more important it gave new status to original late-hour programming that won sponsors and big audiences.

Originally titled the "Tonight" show, NBC renamed it "The Jack Paar Show" in February of 1958.

The second year was noted for its "discoveries" -- such as Peggy Cass (recently starred in a Broadway comedy hit, "A Thurber Carnival"), Phil Ford and Mimi Hines ("unknowns" until Paar "found" them and now one of the country's most popular nightclub acts), and Pat Harrington Jr. (whose success as Guido Panzini convinced him to give up an advertising sales career and enter showbusiness).

The 1959-60 year of the Paar Show was highlighted by travel. The show not only traversed this continent, but was one of the first Monday-through-Friday programs to have originations in Europe, bringing to U. S. home screens TV acts and personalities never before seen by American audiences.

(more)

In November, Paar and his entourage visited Nassau in the Bahamas. In the Caribbean vacation spot, Paar created three taped programs which featured outstanding talent of the British West Indies. A steel band replaced Jose Melis' orchestra to give a novel interpretation of the program's theme music. Two Nassau youngsters, Cornbread and Pancake, showed the cast how to limbo, and everyone came back to the U. S. humming calypsos to a bongo beat.

December took the Paar troupe on its annual trek to Hollywood; the two-week stay resulted in some high fun-making marks for a series that always had an abundance of humor.

Jack Benny made a surprise appearance in a gray wig and held an ad lib contest with his host. Red Skelton dominated most of one program with monologues on politicians, schoolboys and tourists. George Burns, George Raft, Sterling Hayden, Jerry Lewis and Mickey Rooney also visited the show.

Paar did a little traveling on his own last February when his famous "walk" brought him to Asia with brief stops in Hawaii, Japan and Hong Kong.

Spring was spent in London complete with bowler hats, furled umbrellas and fried kippers. The show (via tape) originated five telecasts from the British capital and Paar took his American viewers to Buckingham Palace, the Tower of London and Mme. Tussaud's wax museum. Cliff Arquette (as Charley Weaver), Genevieve and Hans Conried were part of the cast and were put to a test against the dry wit of their host's many British guests.

Conversation (with English accents predominating) abounded when Lord Boothby, Peter Sellers and Glynis Johns visited the show. Spike Milligan, Trevor Howard, and Gilbert Harding were also among the British panelists.

(more)

Back in the United States in April, travel plans were put away for the Summer, but Jack and his staff have their passports in readiness for the coming season.

Traveling was just one of the many highlights of the Paar shows. As the program moved over its five-night-a-week course, it had its share of discoveries and TV "firsts."

Genevieve, the petite singer from France who has been a constant visitor on the program since her first appearance the night after the premiere, made a dramatic return to the show last Fall.

During a Canadian tour in the lead of "Can-Can" Genevieve was dropped as she was being carried to her dressing room and broke her leg. The bone was so badly fractured that doctors had little hope that she would ever walk again. Yet, less than a month after the accident, Genevieve was back in her familiar place on the Paar panel, her leg in a plaster cast. At first, Paar carried the tiny singer on stage. She returned the next week in a wheel chair, then on crutches and finally, in the Spring, she was walking again.

"If champagne had a face, it would look like Shirley MacLaine," was the way Paar described the actress when she made her first appearance on the program. Shirley's distinctive giggle captivated the audience and her plea for disaster victims in Japan brought thousands of dollars into a relief fund.

Another star actress -- Debbie Reynolds -- made her TV debut on the Paar show last Fall and won wide attention with her extemporaneous clowning.

In October, Paar invited Robert Kennedy to talk about his book. The interview ended with a plea for new labor legilsation and the telecast prompted unusual heavy mail to Congress.

(more)

Other memorable moments which stand out over the past year were the surprise appearance of Eddie Fisher and Elizabeth Taylor, James Cagney's soft-shoe routine, Ken Murray and his films of life in the early days of Hollywood, and Eleanor Harris and her anecdotes of important people.

George Kirgo, TV writer and author, became a semi-monthly panelist, and his humor made him one of the show's most popular guests. Moss Hart, noted author, director and producer, also joined the panel last year as did Walter Kiernan, former newsman.

Bob Newhart, heralded by many as the country's foremost up-and-coming comedian, made his network TV debut on the show, and Jack Douglas, former writer for Paar, tried out his now-popular nightclub routine during the program.

Old favorites -- including Joey Bishop, Florence Henderson, Alex King, Hermione Gingold and Jonathan Winters, among many others -- were also on hand frequently during the past year just as they may be for many seasons to come.

-----o------

NBC-New York, 7/7/60

NBC COLOR TELEVISION NEWS

July 7, 1960

# MAJOR ROLES ARE CAST FOR LEONARD KASTLE'S OPERA "DESERET" (PREVIOUSLY TITLED "BRIGHAM YOUNG") TO BE COLORCAST IN 2-HOUR PRODUCTION ON NBC-TV NETWORK

Selections for the major roles to be sung in Leonard Kastle's opera "Deseret" (originally announced under the title "Brigham Young") were announced today by producer Samuel Chotzinoff. The opera will be presented in a two-hour colorcast starting the twelfth season of the NBC Opera Company Saturday, Nov. 12 on the NBC-TV Network (4-6 p.m. EST).

The casting selections are: Kenneth Smith as Brigham Young, Mormon leader of Deseret; Judith Raskin as Ann Louisa Brice, who is about to become the latest wife of Brigham Young; John Alexander as Captain James Dee of the Union Army, who has been sent to Deseret on a mission by President Lincoln; and Rosemary Kuhlmann as Sarah, first wife of Brigham Young.

The remaining roles to be cast are those of Mr. and Mrs. Brice, parents of Ann Louisa. Anne Howard Bailey wrote the original story and libretto. Warren Clymer will design the sets. Peter Herman Adler, music and artistic director of the NBC Opera Company, will conduct and Kirk Browning will direct.

Kenneth Smith portrayed Don Fernando last season in the NBC Opera Company production of "Fidelio." His earlier portrayal of General Kutuzov in the NBC premiere of Prokofiev's "War and Peace" was

(more)

regarded as the highlight of the production by critics and public. He has sung with many opera companies, including the New York City Opera and the American Opera Society. He is a frequent guest of symphony orchestras and has sung at most of the leading music festivals in this country.

Judith Raskin previously appeared with the NBC Opera Company as Marcellina in "Fidelio" and as Sister Constance in "Dialogues of the Carmelites." Last season she scored with her singing and acting as Zerlina in the NBC Opera Company's production of "Don Giovanni." This Summer she is singing varied roles with the Central City Opera. She has appeared with Maria Callas in the Dallas Opera and has sung with the New York City Opera and many other companies.

John Alexander appeared last season in NBC's "Fidelio," as Florestan. He has performed in many NBC productions including "La Boheme," "La Traviata," "Taming of the Shrew" and "Cosi Fan Tutte." He has sung widely in opera and concert throughout the country.

Rosemary Kuhlmann is well known for her portrayal of the mother in the annual NBC presentations of "Amahl and the Night Visitors." She also has performed on NBC-TV in "Dialogues of the Carmelites" and "The Saint of Bleecker Street." She has sung in musical comedy and operetta as well as in grand opera in New York and on tour.

-----o------

NBC-New York, 7/7/60

[illegible] of the difficulties in the production of original and exciting. He has long felt that music should [illegible], [illegible] the new [illegible] and the Radio City Music Hall Symphony Orchestra. He is a frequent guest of frequent conducting and has done [illegible] of the leading music societies in this country.

Judith Tobias previously appeared with the NBC Opera Company in Massenet's "Werther" and in Gaetano Donizetti's "Elisir d'Amore." Later season she toured with Ray Bolger and acting at Barlow in the NBC Opera Company's production of "Don Giovanni." This Summer she is singing twelve roles with the Central City Opera. She has appeared with Maria Ivogun in [illegible] and sang with the New York City Opera [illegible] other occasions.

John Alexander appeared last season in NBC's "Cosmos" [illegible] Alexander. He has performed in many NBC productions including "Ed Sullivan," "The Treasure," "Today is the Show" and "Good Ear Bolero." He has sung already in opera and concert throughout the country.

Thomas Hollowell is well known for his portrayal of [illegible] in the annual NBC presentations of "Messiah and the Light of Christmas." He also has performed in [illegible] of the Commedia" and "The Ballad of Gilbert Fletcher." [illegible] quality as well as in [illegible] in the [illegible] and [illegible].

---

NBC New York, N.Y.

ROSTERS AND CREDITS FOR COVERAGE OF TWO ALL-STAR BASEBALL GAMES ON NBC-TV AND NBC RADIO NETWORKS

| | |
|---|---|
| DATES, TIMES, SITES: | Monday, July 11 at Municipal Stadium in Kansas City, Mo., 2:45 p.m. EDT. Wednesday, July 13 at Yankee Stadium in New York, colorcast, 12:45 p.m. EDT. (Both air times are 15 minutes before game time.) |
| PROGRAM COVERAGE: | 28th and 29th All-Star Baseball Games. This is 11th straight year of All-Star coverage for NBC-TV, and fourth straight year for NBC Radio. Five TV cameras will be used for the Kansas City game, and four color cameras will be used in New York. |
| TV COMMENTATORS: | Curt Gowdy and Russ Hodges on July 11, Mel Allen and Vince Scully on July 13. |
| RADIO COMMENTATORS: | Merle Harmon and Jack Quinlan on July 11, Bob Elson and Waite Hoyt on July 13. |
| TV PRODUCER: | Perry Smith. |
| TV DIRECTOR: | Harry Coyle. |
| TV TECHNICAL DIRECTOR: | Bill Patterson in Kansas City, Jim Davis in New York. |
| RADIO DIRECTOR: | Len Dillon |
| SPONSOR: | Gillette Safety Razor Company. |
| AGENCY: | Maxon, Inc. |
| NBC PRESS REPRESENTATIVE: | Bob Goldwater (New York). |

-----o-----

NBC-New York, 7/7/60

DATES, TIMES, ETC.:

PROGRAM COVERAGE:

TV COMMENTATORS:

RADIO COMMENTATORS:

TV PRODUCER:

TV DIRECTOR:

TV TECHNICAL DIRECTOR:

RADIO PRODUCER:

STUDIO:

AGENCY:

SPONSOR: Sanford Bakery Products Company

AGENCY: Ben

TAPE RECORDING DURATION: Two hours (New York).

---

Recorded Tape: Yes/No

JACK TRACY
ROOM 320



NBC CONVENTION NEWS

July 8, 1960

NBC SETS TWO HOURS OF SPECIAL CONVENTION EVE TELECASTS

- - -

'Meet the Press' Expanded to 90 Minutes on Television and Radio;
Half-Hour 'NBC Convention Wire' Telecast Also Scheduled

Two hours of special convention programming -- "Meet the Press" expanded to 90 minutes and a special half-hour "NBC Convention Wire" program -- will be presented on the eve of the Democratic national convention in Los Angeles on the NBC-TV Network Sunday, July 10 from 6 to 8 p.m. EDT.

The expanded "Meet the Press" program will be presented on the NBC Radio Network simultaneously with the live NBC telecast 6 to 7:30 p.m. EDT. (NOTE TO EDITORS: "Meet the Press" was previously scheduled on NBC Radio for 9 to 10 p.m. EDT for this date. The special two-hour convention eve programming on NBC-TV July 10 pre-empts the 7-8 p.m. EDT "Overland Trail" time period.)

"Meet the Press" will present the three avowed candidates for Democratic Presidential nomination -- Senators John F. Kennedy, Lyndon B. Johnson and Stuart Symington -- in separate interviews. The program will be expanded from its usual half-hour length.

(more)

"NBC Convention Wire," telecast from 7:30 to 8 p.m. EDT, will feature NBC News correspondents with reports on the political activities in Los Angeles the evening before the convention opens in the Sports Arena.

NBC News is inviting viewers to submit questions on the convention to be answered by the newsmen on the program. These questions should be wired to "NBC Convention Wire," Los Angeles.

The candidates appearing on "Meet the Press" will be interviewed by Jack Steele of Time-Life, Edwin Newman of NBC News, Marquis Childs of the St. Louis Post-Dispatch and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate the live telecast originating in Los Angeles.

-----o-----

NBC-New York, 7/8/60

"TSO Convention Wire," October, 1970 (Vol. 2 No. 9 p. 4)

BTW, what happens TSO been communications with regards to the political maneuvering in Los Angeles the evening before the convention opens in the Sports Arena.

TSO News is looking forward to hearing an update on the convention as it unfolds by the Pacific Northwest area. These questions should be sent to "Mr. Conventions Wire." Los Angeles.

The solicitation appearing on "Meet the Press" with Mr Interviews by Jerry Brown on "Ask-it", Basil Brown of TSO News, Bill Gillis of the St. Louis Post-Dispatch and Lawrence E. Spivak, producer and moderator receiving on Meet the Press. TSO Service will continue to view developments in Los Angeles.

---

July 8, 1960

CONVENTION NEWS

THREE CONTENDERS FOR DEMOCRATIC NOD DRAW
FOR ORDER OF INTERVIEWS ON NBC TELECAST

Senators Lyndon B. Johnson, Stuart Symington and John F. Kennedy will be interviewed in that order on "Conventions 1960: The Democrats" Saturday, July 9 (NBC-TV Network, 9:30-10:30 p.m. EDT).

The order of the live interviews on the program was determined by a drawing among representatives of the three announced candidates for the Democratic Presidential nomination. The senators will be interviewed by NBC News correspondents separately in their suites on three different floors of the Democratic headquarters hotel in Los Angeles.

Johnson will be interviewed by Ray Scherer, Symington by Arthur Barriault and Kennedy by Sander Vanocur. Adlai Stevenson also has been invited to appear on the program and, if he accepts, he will be interviewed by Joseph C. Harsch.

With Chet Huntley and David Brinkley, NBC's Emmy Award-winning team of commentators, as anchor men,

(more)

the program will include views of the various campaign headquarters in the hotel and the arrivals at Los Angeles International Airport of Stevenson, Symington and Kennedy. The arrivals will be telecast by a mobile unit and recorded on tape.

NBC cameras will show the Los Angeles Sports Arena, site of the convention opening Monday, July 11, and NBC News' floor reporters Frank McGee, Herb Kaplow, Merrill Mueller and Martin Agronsky will point out the particular places where events will occur. The program also will cover the activities of campaign managers, delegates and others in the convention city and will present an NBC News survey of the current delegate strength of each candidate.

-----o-----

NBC-New York, 7/8/60

The program will involve visits of the various campaign headquarters in the hotel and the airports at the Atlanta International Airport of Traverse, Lexington and Lemoyne. The arrivals will be followed by a mobile rally and ex-cerpted on tape.

ATC cameras will show the Los Angeles Sports Arena, site of the convention starting Monday, July 12, and NBC News' Tiny Rowpecore Urban Center. Lech Lenica, Harold McGlade and Bernie Aronson will pass out be-ventional phone there events will occur. The program also will cover the activities of campaign managers, delegates and others in the convention city and will contain an NBC poll survey of the country delegate preferences of each candidate.

---

Rochester Year, 1976

NBC FEATURE

July 8, 1960

CONVENTION NEWS

FIVE CAMERAS WILL DO THE WORK OF EIGHT FOR NBC FULL-HOUR TELECAST OF INTERVIEWS WITH SENATORS KENNEDY, JOHNSON AND SYMINGTON

- - -

'Conventions 1960: The Democrats' Calls for Swift Shunting of Equipment

Five cameras will do the work of eight when NBC News interviews Democratic Presidential contenders John F. Kennedy, Lyndon B. Johnson and Stuart Symington on "Conventions 1960: The Democrats" Saturday, July 9, on the NBC-TV Network (9:30-10:30 p.m. EDT).

The three senators will be interviewed separately in their suites on three different floors of the Democratic headquarters hotel in Los Angeles. In another segment from the hotel, the program will look at the headquarters rooms on the first two floors.

Producer Chet Hagan says that for all four of these segments he will need a total of eight camera positions to be filled by only five cameras available to him at the hotel.

"This means," he says, "that during the telecast cameras will have to be shunted back and forth along corridors and up and down elevators.

"The hotel is so crowded with tourists, delegates, campaign workers and sightseers that it will be a little like holding tank maneuvers on the Hollywood Freeway during the peak rush hour."

-----o-----

July 8, 1960

NBC TELEVISION NETWORK COVERAGE OF DEMOCRATIC AND REPUBLICAN CONVENTIONS IS COMPLETELY SOLD

The NBC Television Network's coverage of this month's Democratic and Republican national conventions has been completely sold, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Seven advertisers have purchased sponsorship of NBC-TV's coverage of the conventions, which gets under way on Monday, July 11, in Los Angeles with the opening of the Democratic convention. The Republican convention in Chicago will begin on Monday, July 25.

Advertisers and their agencies are Bristol-Myers Company, through Young & Rubicam Inc.; B. F. Goodrich Company and its dealers, through Batten, Barton, Durstine & Osborn Inc.; Radio Corporation of America, through J. Walter Thompson Company; Brown & Williamson Tobacco Company through Ted Bates and Company; Thomas J. Lipton Company through Sullivan, Stauffer, Colwell & Bayles; Field Enterprises Inc. through Keyes, Madden & Jones Inc., and Cowles Magazines Inc. through McCann-Erickson Inc.

-----o-----

The National Broadcasting Company issued the following statement today (Friday, July 8):

> It was through the initiative of the National Broadcasting Company and the cooperation of Jan Murray that information which has resulted in the indictment of Bernard P. Martin and Artie Roberts was turned over to the New York District Attorney's office in November, 1959. In the course of a spot check conducted at that time by NBC investigators of contestants on NBC quiz shows, evidence was discovered of possible kickbacks on "Treasure Hunt." Several leads to this evidence were also turned over to the NBC investigators by Jan Murray, the owner of the "Treasure Hunt" program. As a result of these investigations, Bernard P. Martin and Artie Roberts were promptly dismissed by Mr. Murray later in November, 1959. All information uncovered by NBC and Mr. Murray was at the same time turned over to the New York District Attorney's office for possible prosecution. First announcement of the discovery of evidence involving kickbacks on the "Treasure Hunt" show was made by Robert E. Kintner, President of NBC, in testimony last November 5 before the House Subcommittee on Legislative Oversight.

-----o------

NBC-New York, 7/8/60

NBC-TV NETWORK PROGRAM

# 'TODAY' OUTLINES FIRST DAY COVERAGE OF DEMOCRATIC CONVENTION

Dave Garroway will take "Today" viewers on a tour of the Sports Arena in Los Angeles Monday, July 11 when the program begins its daily coverage of the Democratic national convention on NBC-TV (7-9 a.m. EDT).

Garroway accompanied by Joyce Davidson, Frank Blair, Martin Agronsky, Burr Tillstrom (and puppets Kukla and Ollie), will visit the convention site in a preview of the activities that will begin there that afternoon.

Kukla and Ollie will give their impressions of things to come, Garroway will talk to the workmen who are rushing to finish preparations on the arena and Joyce will show her massive collection of campaign pins, posters and clothes.

At 8 a.m. EDT Garroway and Agronsky will conduct a roundtable discussion with representatives of the four candidates. Senator Mike Monroney (D.-Okla.) will speak for the Adlai Stevenson headquarters, Connecticut Governor Abraham Ribicoff will talk for Senator John F. Kennedy, Oscar Chapman will represent Senator Lyndon Johnson and Clark Clifford will represent Senator Stuart Symington.

The four men will give their estimates of their candidates' actual and reserve strength and discuss the various ballot possibilities.

Blair and Miss Davidson have been invited to parties for delegates, the press and Governors in Beverly Hills on Sunday and will give a filmed report of the conventions' social activities.

In the final half-hour of the program (8:30-9 a.m. EDT), Garroway and the cast will return to convention headquarters at the Biltmore Hotel in downtown Los Angeles. There they will interview various delegates and look in on the headquarters of the candidates.

-----o-----

NBC-New York, 7/8/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of July 17-23 (All Times EDT)

Sunday, July 17

8-9 p.m. -- "Music On Ice" presents "The Carnival," with Johnny Desmond as host. Guests are the Skip-Jacks (vocal group), skater Manuel del Toro, figure skater Florence Rae, singer Tina Robbin and comic Bernie Lynam.

9-10 p.m. -- "The Chevy Mystery Show" presents "The Last Six Blocks" starring Dane Clark. Walter Slezak is series host.

Monday through Friday, July 18-22

11-11:30 a.m. -- "The Price Is Right" -- Bill Cullen is emcee.

12:30-1 p.m. -- It Could Be You" -- Bill Leyden is emcee.

Monday, July 18

7:30-8:30 p.m. --"Riverboat" (in color tonight only). "A Night At Trappers Landing," with guest star Ricardo Montalban. Darren McGavin stars in the series. (Repeat)

Tuesday, July 19

9:30-10 p.m. -- "The Arthur Murray Party." Tonight's guests are Marie McDonald, Elaine Stritch, Peggy Cass and Jimmy Dean. (Repeat)

Wednesday, July 20

8:30-9 p.m. -- "The Price Is Right" -- Bill Cullen is emcee.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, July 21

9:30-10 p.m. -- "The Ford Show" starring Tennessee Ernie Ford. The Top Twenty (vocal group) and entire crew join Ernie for the final show of the season.

Friday, July 22

9:30-10 p.m. -- "Masquerade Party" -- Bert Parks is host.

10-11 p.m. -- "Moment of Fear" -- a live suspense series of dramas dealing with reality and fantasy.

Saturday, July 23

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" -- tonight, 'Desert Justice." (Repeat)

-----o------

NBC-New York, 7/8/60

## 3 - WBO-TV Matinee Children's Schedule

Tuesday, July 21

3:30-10 p.m. -- "The Rose Garden" starring Jeanette Macdonald and [illegible]. The Dry Theater (local group) has ended over [illegible] while the film's show of the season.

Friday, July 22

3:30-10 p.m. -- "Mademoiselle Fifi" - Jean Renoir is [illegible].

10-11 p.m. -- "Theatre of Fear" -- a life sequence series of [illegible] dealing with reality and fantasy.

Saturday, July 23

10-10:30 p.m. -- "The Funny Money Show"

10:30-11 p.m. -- "The Lost and Lucky Show"

11:30-12:30 p.m. -- "Moments" -- [illegible]. Leonard Bernstein." (repeat)

---

WBO Mon Tues 7/20

JACK TRACY
ROOM 320




NEW REMOTE-CONTROL TELEVISION CAMERA, DEVELOPED BY NBC, WILL BE USED FOR FIRST TIME AT DEMOCRATIC CONVENTION

FOR RELEASE MONDAY A.M., JULY 11

NBC CONVENTION CENTRAL, LOS ANGELES, July 11 -- A new remote-control television camera that can be operated from a distance of 600 feet will be used for the first time at the Democratic National Convention opening today (July 11) in the Los Angeles Sports Arena.

The camera, developed by NBC, will be hung from a rafter of the Sports Arena 65 feet in front of the broadcast booth from which NBC News correspondents Chet Huntley and David Brinkley, the Emmy Award-winning team, will cover the convention sessions. The Huntley-Brinkley booth is high above the stands of the Arena. It faces the speaker's platform and commands a sweeping view of the entire convention floor.

The remote-control camera has been installed on a rafter directly in front of the booth. From there, it can televise the booth itself or can be turned in any direction to catch the action on the floor, on the rostrum or in the stands. The camera will be controlled by push button from NBC Convention Central, a complex of control rooms, news rooms and studios located under the Arena stands about 600 feet from the Huntley-Brinkley booth.

The camera will be made to turn up or down in a 180-degree arc and sideways in a 360-degree circle. It was developed by Robert C. Smith, NBC technical supervisor for the conventions.

-----o-------

NBC NEWS


32 TELEVISION CAMERAS GO INTO OPERATION AS NBC NEWS BEGINS REHEARSING COVERAGE OF DEMOCRATIC CONVENTION

NBC CONVENTION CENTRAL, Los Angeles, July 8 -- Thirty-two television cameras went into operation in Los Angeles today as NBC News began rehearsing its coverage of the Democratic national convention opening Monday, July 11.

A 350-member NBC staff of newsmen and technicians under the supervision of William R. McAndrew, Vice President, NBC News, put the network facilities through its paces in a simulated convention situation involving the names of Adlai E. Stevenson and Senators Lyndon B. Johnson and John F. Kennedy.

The cameras, ranging from a four-pound "creepie peepie" to a 75-foot high-reach camera, focused on the convention floor in the Los Angeles Sports Arena, on the city's Freeways, the Biltmore Hotel (Democratic headquarters) and other strategic points around the city.

The simulated situation, running a half-hour in length and repeated over and over, assumed that Senator Kennedy was preparing to leave his quarters in the headquarters hotel for the Sports Arena "to be closer to the floor fight for his nomination."

(more)

2 - Convention Coverage Rehearsal

NBC cameras at the hotel followed the Senator's imaginary figure through the hotel corridors and outside to the street where he would enter a car. Other cameras followed his presumed route through the streets and along the Freeway to the convention hall.

The coverage then switched to other simulated developments -- to a "demonstration" for Mr. Stevenson in the lobby of his hotel, to the scene of a "dispute" in the Pennsylvania delegation and to an "interview" with California's Governor Edmund G. Brown on the current situation within his delegation.

In the booth overlooking the convention floor, from which Emmy Award-winners Chet Huntley and David Brinkley will cover the sessions, two other NBC News staffers served as stand-ins. They announced that Senator Johnson was "on his way to the Sports Arena to address the Convention."

Among other minor problems that turned up in the rehearsal, NBC News correspondent Sander Vanocur found that he will have to scale a seven-foot fence with his microphone equipment and trailer cable as he follows Senator Kennedy from his car into the convention hall.

----o----

NBC, 7/8/60


ROBERT E. KINTNER OUTLINES 3-POINT POLICY
FOR NBC CONVENTION COVERAGE

NBC CONVENTION CENTRAL, Los Angeles, July 11 -- NBC President Robert E. Kintner outlined a three-point policy for convention coverage before a gathering of NBC News personnel here last night.

Mr. Kintner, former Washington newsman and syndicated columnist, asked for completeness, accuracy and responsible interpretation at NBC's own convention caucus. On the eve of the convention, Mr. Kintner stressed the following points:

COMPLETENESS: "We are determined to give the most complete coverage of the convention. As a public franchise medium as well as a news medium, it is our job to prepare the public through this coverage."

ACCURACY: "We want the hard news and we want it first. However, I would rather be beaten five times than have one wrong story."

RESPONSIBILITY: Mr. Kintner stressed the need for responsible interpretation of the news, emphasizing that this interpretation could very easily make the difference in the coverage by the three competing networks.

-----o-----

NBC COLOR TELEVISION NEWS

July 11, 1960

# 'ESTHER WILLIAMS AT CYPRESS GARDENS'

## Song, Dance, Water and Comedy Segments Spotlighted on Colorcast When Miss Williams (with Co-Stars Fernando Lamas, Joey Bishop and Large Cast) Is Seen in Book Musical Set at Florida Resort

Motion picture and swimming headliner Esther Williams stars in the colorcast of "Esther Williams at Cypress Gardens," co-starring Fernando Lamas and Joey Bishop, Monday, Aug. 8 on the NBC-TV Network (10-11 p.m. EDT).

The book musical -- complete with singing, dancing, swimming and comedy -- is set at Cypress Gardens, the Florida resort, with Miss Williams shown as star and producer of an "Aqua-Spec." To the resort comes a modern Prince of Persia (Lamas), complete with wives, servants and retinue. The press agent for the resort (Joey Bishop) sees a capital opportunity for publicizing Esther's water show, and the swimming star lends herself to the scheme -- not so much because of the attractive prince, but because she wishes to include the harem wives in her talented cast.

Ten musical and swimming ballet numbers -- plus water skiing and diving specialities -- are on the program agenda of the cast of 60 boy and girl champions. Twelve "Aquababies" (children under five years of age) will be seen in a number with Miss Williams.

(more)

2 - 'Esther Williams at Cypress Gardens'

Dick Pope Sr., owner-manager of Cypress Gardens, plays himself in the story written by Milt Rosen and Jack Brooks.

"Esther Williams at Cypress Gardens," produced by Miss Williams, is directed by Alan Handley, staged and choreographed by Jonathan Lucas and has music by Paul Weston.

The color special utliizes for the first time a newly constructed pool (measuring 80 by 165 feet) which features 10 underwater windows and a camera gallery underground. Special lighting was provided for underwater close-ups, special clamps to hold down underwater sets and special underwater speakers for music. A pool extension of 35 feet was built to provide a takeoff runway for water skiers.

"Esther Williams at Cypress Gardens" will be sponsored by the United States Brewers Foundation through the J. Walter Thompson Company advertising agency.

-----o-----

NBC-New York, 7/11/60

July 11, 1960

ENCORE FOR 'THE INNOCENT YEARS'

- - -

Six Most Popular 'Project 20' Programs to be Telecast Again On NBC-TV Network; First Is Scheduled for July 18

"We've helped get rid of the gossamer, tinsely, artificial, stage dream-world of the American past that Hollywood has so successfully marketed for so long," says Daniel W. Jones, head of film research for NBC-TV's "Project 20" series.

Six of the most popular of the shows -- all built from authentic news footage -- will be encored this Summer to provide viewers with a history-on-film of the first half of the 20th century. The first, will be "The Innocent Years" (1900-1914), Monday, July 18 (10-11 p.m. EDT). It was first telecast Nov. 21, 1957.

"The Innocent Years," a sprightly entertainment, begins with a bustling pageant of New York City at the start of the century and closes with a sequence devoted to America on the verge of involvement in World War I. Alexander Scourby is the narrator. Robert Russell Bennett's orchestral score utilizes the songs of the period. Henry Salomon was the producer, Donald B. Hyatt the director.

A major contribution of "Project 20," as Jones sees it, is its salvage of much authentic news film -- an invaluable and exciting record of the country's past -- from threatened oblivion. He is pleased to note that "copies of everything we turn out" are now in the Library of Congress.

(more)

Most of the footage he and his staff turned up for "The Innocent Years" and the other five "encores" was in what he describes as "the most delicate condition -- shrunk, warped and brittle." The exhaustive search was carried on in vaults of newsreel companies, in Hollywood film studio libraries, and a long list of private and government archives for historical film.

"Many a can of labeled film we opened, only to find that the film had disintegrated," Jones says. "Many others would have reached the disintegration stage in another two or three years."

Old footage on Theodore Roosevelt that had been lying around unused for years at the Theodore Roosevelt Association in New York was well on its way to decomposition, he reports. Painstaking processing was able to save this and other important footage.

"Private collectors, rather than ask for the usual fee for such film of theirs as we buy," says Jones, "sometimes ask us instead to let us convert some more of their valuable old 35-mm non-safety film for their own libraries.

"In another 10 or 20 years the vast bulk of old film footage will of necessity have been junked. Nitrate film is an unstable chemical that deteriorates with time, and the danger of explosion forces the owner to junk it out of sheer prudence."

The "Project 20" shows were the first which really prompted a reappraisal of the value of collections of old film here and abroad, Jones says. "By using actuality film in shows of tremendous public impact, we have generated enthusiasm for and appreciation of old footage. This public response has given many a conservator of old film a talking point when he is asking management, boards of trustees or legislators for funds to save some of it."

(more)

3 - 'The Innocent Years'

Following "The Innocent Years" Monday, July 18, the "Project 20" shows to be encored will be "The Jazz Age" (1919-1929), Friday, Aug. 5 (10-11 p.m. EDT); "The Great War" (1914-1919), Saturday, Aug. 13 (9:30-10:30 p.m. EDT); "Life in the Thirties" (1929-1939), Monday, Aug. 29 (10-11 p.m. EDT); "Nightmare in Red" Saturday, Sept. 3 (9:30-10:30 p.m. EDT); "Not So Long Ago" (1945-1950), Monday, Sept. 12 (10-11 p.m. EDT).

-----o-----

NBC-New York, 7/11/60

JACK TRACY
ROOM 320



NBC TRADE NEWS

July 12, 1960

# ROBERT ALAN AURTHUR SIGNS NEW NBC CONTRACT FOR 1960-61; WILL PRODUCE 3 ORIGINAL TV DRAMAS AND WRITE ONE OF THEM

Writer-producer Robert Alan Aurthur, who has been executive producer of the "Sunday Showcase" dramatic specials during the past season, has been signed to a new NBC contract for 1960-61, it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

Mr. Aurthur's specific assignment, Mr. Levy said, will be to produce three original dramas to be presented next season during peak evening viewing hours. He will also write one of the dramas.

Mr. Aurthur has been a writer, script editor, associate producer and producer on NBC-TV's "Philco-Goodyear Playhouse." His "Man on a Mountaintop" and "A Man Is Ten Feet Tall" won Sylvania Awards for Best Original Dramas in 1954 and 1955.

His credits include a Broadway play, "A Very Special Baby" (chosen as a top-ten production in 1956), a movie, "Warlock," and two memorable "Playhouse 90" dramas, "A Sound of Different Drummers" and "The Thundering Wave."

In 1953, Mr. Aurthur was associated with NBC-TV's "Television Playhouse" as literary director. His scripts for "TV Playhouse" included "The Basket Weaver," "A Man's Game," "Winter of the Dog," "A Medal in the Family" and many others.

(more)

Mr. Aurthur has written a novel, "The Glorification of Al Toolum," which was published in 1953.

He is an alumnus of the University of Pennsylvania, where he graduated with high honors in journalism. He served in the Marine Corps four and a half years as an infantry officer during World War II, and, immediately after the war, was in charge of the Armed Forces Radio in North China. He wrote the "History of the Third Marine Division," which was published by the Infantry Journal Press.

Mr. and Mrs. Aurthur and their three children live in New York City. They have a Summer home at East Hampton, Long Island, N. Y.

-----o------

NBC-New York, 7/12/60

Mr. Andrews delivered a paper, "The Organization of Al Qaeda," which was published in 1922.

He is a descendant of the Delaware or Lenape Nation, where he practiced with such money in possession. He served in the Marine Corps Band and a half years as an Infantry officer during World War II, and, immediately after the war, was in charge of the Armed Forces Radio in Nanking, China. He wrote the "History of the Third Marine Division," which was published by the Infantry Journal Press.

Mr. and Mrs. Arthur and Louis chose uniforms live in New York City. They have a summer home at Sag Harbor, Long Island, N. Y.

---o---

July 12, 1960

MENTHOLATUM COMPANY PURCHASES SPONSORSHIP IN 'DAN RAVEN,'
FULL-HOUR FRIDAY NIGHT MYSTERY SERIES, STARTING
ON NBC TELEVISION NETWORK IN THE FALL

The Mentholatum Company has purchased sponsorship in "Dan Raven," the new full-hour mystery series to begin on NBC-TV in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Produced by Screen Gems in association with NBC-TV, "Dan Raven" will star Skip Homeier and will be telecast on Fridays (7:30-8:30 p.m. NYT). William Sackheim will be executive producer with Lewis Reed and Tony Wilson as alternate producers.

Some of the most popular entertainers in show-business will be guests in the series, which will follow the adventures of Dan Raven, lieutenant of detectives, along Hollywood's famous "Strip."

The Mentholatum purchase was placed through the J. Walter Thompson Company.

-----o------

NBC NEWS

NBC CONVENTION NEWS

NBC NEWS PRESENTS COMPREHENSIVE CONVENTION COVERAGE ON TV AND RADIO AS DEMOCRATIC SESSIONS BEGIN

NBC CONVENTION CENTRAL, Los Angeles, July 12 -- NBC News reported the first day of the Democratic national convention with a total of five hours and 45 minutes of programming on the NBC-TV Network, which included 19 interviews with key convention figures.

NBC coverage of the opening session (yesterday Monday, July 11) began at (7:30 p.m. EDT -- more than half an hour before the official opening of the convention -- and ran until 12 midnight EDT), well after the closing gavel.

In the first half-hour, Chet Huntley and David Brinkley, Emmy Award winning news team, reporting from their booth overlooking the sports arena floor, joined other NBC News correspondents in a scene-setting segment that covered the arena itself and the Biltmore headquarters hotel.

The NBC telecast covered the official opening of the convention by Democratic national chairman Paul Butler, the keynote speech by Senator Frank Church of Idaho, and other addresses. NBC cameras on the floor and around the perimeter of the arena zoomed in for floor demonstrations, for close-ups of delegates and other significant sidelights.

The coverage was interspersed with frequent interviews with party leaders. Governor George of Kansas was interviewed by

(more)

NBC News correspondent Merrill Mueller, Governor Robert Meyner of New Jersey by correspondent Herb Kaplow, representative Sam Rayburn of Texas by Mueller, and Governor Price Daniel of Texas by Mueller.

Senator Hubert Humphrey of Minnesota was interviewed by correspondent Frank McGee, former Senator Herbert Lehman of New York by Mueller, Senator John Stennis of Mississippi by Frank Bourgholtzer, Senator Henry Jackson of Washington by Martin Agronsky and Senator Humphrey again, this time by Mueller.

Representative Chester Bowles of Connecticut was interviewed by Bourgholtzer, Governor LeRoy Collins of Florida by Bill Henry and Michigan chairman Neil Stabler by Kaplow.

NBC began the day's coverage with a special full-hour program from the Pasadena headquarters of the Pennsylvania delegation. Mueller covered developments at the Pennsylvania caucus and interviewed Senators Lyndon B. Johnson, John F. Kennedy and Mike Monroney, as well as Pennsylvania's Governor David Lawrence, Steelworkers' president David McDonald, and California's Lieutenant Governor Glenn Anderson.

The full-hour special (1-2 p.m. EDT) featured correspondent Edwin Newman as anchorman. The network returned to Pasadena for a second report on the Pennsylvania caucus in a 15-minute special at (2:30 p.m. EDT).

In addition to the five hours and 45 minutes of NBC News programming, the network's "Today" program devoted its full two hours of programming to the convention's first day.

* * *

The NBC Radio Network presented five hours and 31 minutes of programming on the 1960 Democratic national convention yesterday (Monday, July 11).

(more)

NBC News coverage on radio included interviews with Senator Henry Jackson of Washington, Speaker of the House Sam Rayburn, Congressman Wayne Hays of Ohio, Governor Edmund Brown of California, Governor LeRoy Collins of Florida, Senator Mike Monroney of Oklahoma and Chicago Democratic leader Jake Arvey.

With Morgan Beatty and Robert McCormick as anchormen, the opening convention session was reported on NBC Radio from 8:05 p.m. until 12:55 a.m. EDT. NBC Radio also carried the important pre-convention Pennsylvania delegation caucus from 1 to 1:41 p.m. EDT.

* * *

The NBC Television and Radio Networks carried full coverage of the caucus of the 81-vote Pennsylvania delegation at its headquarters in the Huntington-Sheraton Hotel in Pasadena, Calif.

In a full-hour telecast (1-2 p.m. EDT), NBC News presented the addresses of Senators Lyndon B. Johnson, John F. Kennedy, Stuart Symington and Mike Monroney (who spoke on behalf of Adlai Stevenson).

In a 15-minute telecast (2:30-2:45 p.m. EDT), NBC News correspondent Merrill Mueller reported on developments at the Pennsylvania headquarters where the delegates were in secret caucus.

He said that the six-man NBC News team covering the caucus had polled the 81 delegates before they entered the closed session and had come up with this estimate of votes: 65 for Kennedy, eight for Stevenson, five for Johnson and three for Symington.

-----o------

NBC News correspondent Sandy Vanderbilt interviews with Senator Henry Jackson of Washington, speaker of the House Sam Rayburn, Congressman Wayne Hays of Ohio, Governor Edmund Brown of California, Governor Leroy Collins of Florida, Senator Mike Mansfield of Montana and Chicago Democratic Tribune Dale Harper.

With Roger Kerby and Robert Montgomery as announcers, the opening commentator session was reported on NBC Radio from 6:00 p.m. until 10:30 p.m. EST. NBC News also covered the important pre-convention Pennsylvania delegation caucus from 1 to 1:45 p.m. EST.

* * *

The NBC Television and Radio Networks carried full coverage of the caucus of the Silvern Pennsylvania delegation at the Beaux-Arts in the Washington-Shoreham Hotel in Washington, Saturday.

In a full-hour television (1-2 p.m. EST), NBC News presented the addresses of Senators Hugh S. Johnson, John F. Kennedy, Estes Kefauver and Mike Monroney (the above in behalf of Adlai Stevenson).

In a 15-minute telecast (2:30-2:45 p.m. EST), NBC News correspondent Sandy Vanderbilt reported on developments at the Pennsylvania convention where the delegates were to decide between Stevenson and Kefauver.

We said that the air-ban NBC News from covering the Stevenson and Kefauver Pennsylvania delegation caucus, which had been to hold only exclusive activities: 25 are necessary right for Stevenson. Five for Kefauver and three for Stevenson.

* * *

## GARROWAY DOES SOME CONVENTIONAL SPEAKING

NBC CONVENTION CENTRAL, Los Angeles, July 12 -- Little-known facts about conventions related by Dave Garroway on NBC-TV's "Today" program:

1. Millions of words are spewed forth at a national convention. In 1957 over 75,000,000 were spoken at the Democratic convention which would amount to more than 1,000 very long novels.

2. There's a hot market in Kennedy campaign hats. Supporters for Governor Smathers have been taking the Kennedy plastic skimmers, taking off the 'Vote for Kennedy' slogan and substituting their own. Soon everyone's hat will be in the ring, but they may all be the same model.

3. Kentucky holds the record for Vice President age extremes with both the youngest and oldest V. P.'s hailing from the stage. John Cabel Breckenridge was 36 when he was inaugurated in 1857 and Alben Barkley was 71 when he was sworn in in 1949.

4. Twenty-four presidents out of 31 have gone into the White House with a dog at their side. It might be pointed out the four leading Democratic contenders own canine pets.

("Today" is originating from the convention city live on its regular Monday-through-Friday schedule, 7-9 a.m. EDT.)

-----o------

## Recent DOD Joint Advertisements

The Advertising Council, Inc. Logo, July 12 -- Office-room Point/Joint Advertisements Placed by Pete Lorenzo, or McCann-Erickson "Today" program.

1. Balance of works are service (DOD) or a national convention. In fact over 75,000 left school to join Democratic campaigns during most groups in your time. Lyric very long lovers.

2. Drawing a lot leaders in Kansas Advertising Area. Supporting the Revenue Department have been taking the Kansas Quality Advertising, reading of the Times for Kansas-Kansas and Kansas-Kansas Board and. Long successful let all be in the play, the long war are to the Lord Good.

3. Advertising Bulls the Journal for Blue Problems are referred with Lord. The Journal has Lyric 2, 4, 1 Bullis from the Times. Long Lord Advertising the to what is was Transcribed in Lyr the Alan Advertising the 2 Alan in the Lord is in Lord.

4. Short-Long Advertising are of 3 Long year Long the Bullis Boone with 1 one in Long Long. In Bullis in Political the Lord, Advertising Democratic Advertisers in Lord Long.

("Today" is syndicated from the Advertising Lyr in the Regular Monday-Friday-Saturday Advertising, 10 a.m. EST.)

CONVENTION NEWS

YOU NEED A TICKET TO PICK A TICKET

- - -

NBC's Ed Newman Relates Facts on Getting Past Convention Door

NBC CONVENTION CENTRAL, Los Angeles, July 12 -- It takes three different credentials to report the Democratic national convention, says NBC News correspondent Edwin Newman, and the value of each is comparable to a nickel, a $100 bill and the U. S. Mint.

The first one is a ticket that looks something like a traveler's check. But that one, Newman says, only gets the reporter inside the arena floor and as far as the first hot-dog stand.

"It's not even one of the better hot-dog stands," he says. "For all I know, you may need a special pass to get the mustard for your hot-dog."

The second credential is a plastic pass that's worn on the lapel. This one gets the wearer around the inside perimeter of the arena, but not out onto the floor where the real news is being made.

The floor credentials are the hardest to get. With 350 newsmen and technicians covering the convention, NBC News has been issued only 20 of the precious floor passes.

Newman predicts that before long there may be a brisk black-market trade in convention credentials. He points out that already Los Angeles police have arrested five men they said had trained in Mexico to pick pockets at the convention.

(more)

"I hope," Newman says, "that the local pickpockets don't discover that the convention credentials are more valuable than money."

The exclusive floor pass was issued to -- among others -- the 750 persons who on Sunday paid their way into the Democrats' $100 dinner. Newman says that the tickets were slow in being issued and the dinner guests had to stand around and wait. One of them was heard to say, "Millionaires aren't worth a dime around here today."

This, Newman says, only goes to show that the Democrats are democratic with a small "d" too.

-----o-----

NBC-7/12/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

July 13, 1960

# NBC ANNOUNCES 11 PROPERTIES FOR COLORCAST ADAPTATIONS ON 'SHIRLEY TEMPLE SHOW' DURING 1960-61 SEASON

- - -

## Milne, Kipling, Alcott and Dumas Works (and a Comic Strip, Too) Included in Source Material for 39-Week Series

Eleven of the properties to be colorcast by the NBC-TV Network on "The Shirley Temple Show" during the 1960-61 season were announced today by David Levy, Vice President, Programs and Talent, for the network.

Shirley Temple will star in at least four of the 11 properties announced for the 39-week season. (Plans are for Miss Temple to star in one out of three of the NBC productions during the entire series, and to act as hostess for all the others).

She will star in "Winnie-the-Pooh," "The Village Blacksmith," "Little Men" and "The Wonderful Land of Oz." The first two of this group will be musical adaptations, in which special roles will be created for Miss Temple. In the other two, she will appear respectively as Jo March Baer, the wife of Professor Baer in "Little Men," and in the dual role of the small boy Tip and the Princess Ozma in "The Marvelous Land of Oz." The famous Baird puppets will share the spotlight with Miss Temple in "Winnie-the-Pooh."

(more)

The eleven announced properties are: A. A. Milne's "Winnie-the-Pooh," adapted for television by A. J. Russell; "Kim" by Rudyard Kipling, adapted for television by Richard Alan Simmons; "The Rocket," a children's science-fiction story adapted from Ray Bradbury's original, "Emmy Lou," based on Marty Link's comic strip about a teenage girl; "Little Men," adapted from the novel by Louisa May Alcott; "The Marvelous Land of Oz," adapted from the book by Frank Baum; "Pippi Longstocking," based on the children's book by Astrid Lindgren; "The Reluctant Dragon," a musical based on Kenneth Grahame's book of that title, and "The Queen's Necklace," based on Alexandre Dumas' adventure novel.

William H. Brown Jr. will be executive producer for the series.

-----o-----

NBC-New York, 7/13/60

NBC CONVENTION NEWS

NBC-TV GIVES DETAILED COVERAGE TO SECOND DAY OF DEMOCRATIC SESSIONS

- - -

Exclusive TV Network Scheduling of Sen. Johnson's Press Conference Included in 7-and-3/4-Hour Convention Lineup of NBC News

NBC CONVENTION CENTRAL, Los Angeles, July 13 -- The NBC Television Network yesterday (Tuesday, July 12) presented seven hours and 45 minutes of programming to cover the second day of the Democratic convention, starting with a news-making morning press conference and ending with a half-hour of interviews and interpretation by NBC News correspondents.

NBC was the only TV network to cover the press conference of Senator Lyndon B. Johnson and the only one to continue a half-hour past adjournment.

The network opened the day's coverage with a special 15-minute program, starting at 12 noon EDT, covering the press conference during which Johnson challenged Senator John F. Kennedy to a debate on major issues.

The debate itself, at which the two senators appeared together and spoke before reporters at the Biltmore Hotel, was carried in full on NBC-TV, starting at 6 p.m. EDT and running to 7 p.m. EDT, when the convention session started.

(more)

The NBC coverage of the session continued to 1:30 a.m. EDT and included the reading of the convention platform by Representative Chester Bowles of Connecticut, the minority report by Georgia state chairman George Gray, and other addresses.

The platform presentation included the screening of a film prepared and produced by the Democratic National Committee and shown as part of the convention proceedings.

The NBC coverage included 16 interviews with key political figures at the convention. Among these, were interviews with Governor David Lawrence of Pennsylvania by correspondent Merrill Mueller, with Sen. James Eastland of Mississippi by Frank McGee, with Governor Abraham Ribicoff of Connecticut by Herb Kaplow and with James Doyle, head of the campaign for Adlai Stevenson, by Martin Agronsky.

NBC cameras were the first to catch Stevenson when he arrived at the convention hall. They followed him into the arena, where crowds of well-wishers pressed around him. Stevenson headed momentarily for the door of NBC Convention Central, before turning back toward the arena floor.

From his booth high above the floor, where Chet Huntley and David Brinkley -- Emmy Award-winning news team -- view the proceedings, Huntley saw Stevenson's move on a TV monitor and said on the air: "Welcome to NBC, Governor. Step inside."

In addition to the NBC News programming, the network's "Today" show devoted its two hours to the convention.

-----o------

NBC-7/13/60

NBC NEWS

NBC CONVENTION NEWS

INTERVIEWS WITH NOTABLES HIGHLIGHT NBC RADIO NETWORK'S COVERAGE OF DEMOCRATIC CONVENTION'S SECOND DAY

NBC CONVENTION CENTRAL, Los Angeles, July 13 -- The first convention broadcast interview with Adlai Stevenson, and more than 25 other interviews with leading political figures, were highlights of NBC News coverage of the second day of the Democratic convention on the NBC Radio Network yesterday (July 12).

Floor reporter Jim Hurlbut interviewed Stevenson on NBC Radio after he reached his seat in the convention hall. Others interviewed on NBC Radio included Robert Kennedy, Speaker of the House Sam Rayburn, Governor J. Lindsay Almond Jr. of Virginia, Senator Mike Monroney of Oklahoma and former Governor Averell Harriman of New York.

NBC Radio carried six hours and 28 minutes of convention coverage including the Kennedy-Johnson debate preceding the opening of the session.

-----o-----

NBC NEWSMAN HLAVACEK ARRESTED IN HAVANA

NBC News in New York reported last night (July 12) that NBC correspondent John Hlavacek has been arrested in Havana.

Hlavacek -- a reporter and cameraman -- was picked up late Tuesday at his Havana hotel and taken to military intelligence headquarters for questioning.

Also in custody were two other American newsmen, William Mosser of the Miami Daily News, and Judson Gooding of Life magazine. Mosser and Gooding had only been released a few hours earlier after several days in custody. Two representatives of the American embassy accompanied the newsmen to intelligence headquarters.

-----o------

NBC-New York, 7/13/60

JUDITH ANDERSON IS NOW A DAME COMMANDER OF ORDER OF BRITISH EMPIRE

- - -

Takes Time Out of 'Macbeth' Filming (for 'Hallmark' Colorcast)

To Receive Honor from Queen Elizabeth in London

Judith Anderson, who stars in NBC-TV Network's upcoming colorcast of "Macbeth," became a Dame Commander of the Order of the British Empire yesterday (Tuesday, July 12).

She was invested by Queen Elizabeth at Buckingham Palace. The Queen complimented the Australian-born actress on her outstanding contribution to the theatre and presented her with the silver badge and star of the Order.

Dame Judith, in London filming "Macbeth" for the "Hallmark Hall of Fame," took a day off to keep her appointment at the Palace. The two-hour color film, which stars Maurice Evans as Macbeth, and is produced and directed by George Schaefer, will be presented on the NBC-TV Network in November.

Judith Anderson is the first Australian actress -- and the first Australian in the field of the arts since singer Dame Nellie Melba -- to be elevated to the Order.

-----o-----

NBC-New York, 7/13/60

JUDITH ANDERSON IS NOW A FULL CONSUMMATE PROFESSOR OF ACTING, WHEN

Takes Time Out of 'Macbeth' Training (for 'Antigone') Discussed)

To Ponder Hour from Dawn Lilacbeth in Lumen

Judith Anderson, who stars in NBC-TV Saturday's upcoming colorcast of "Macbeth," pauses a few moments in the throes of the Grecian Doric tragedy (Monday, July 19).

She was impressed to learn published in Southwestern Palace. The Queen conditioned the Australian-born actress on her outstanding contribution to the theatre and presented her with the silver badge and star of the Order.

Dame Judith, in London filming "Macbeth" for an "Hallmark Hall of Fame," took a day off to accept the award at the Palace. The two-hour color film, which stars Maurice Evans as Macbeth, and is produced and directed by Norman Segalove, will be presented on the NBC-TV Saturday in November.

Judith Anderson is the first Australian actress -- and the first Australian in the field of the arts since Singer Dame Nellie Melba -- to be elevated to the Order.

---

NBC-New York, 7/23/60

# NBC-TV NETWORK COLORCAST SCHEDULE

## For August (All Times EDT)

Monday through Friday, Aug. 1-5

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Aug. 1

10-11 p.m. -- "Hollywood Sings," a musical revue with Boris Karloff as host and co-starring Tammy Grimes and Eddie Albert. (Repeat)

Tuesday, Aug. 2

9:30-10 p.m. -- "The Arthur Murray Party" starring Kathryn and Arthur Murray. (Repeat)

Wednesday, Aug. 3

8:30-9 p.m. -- "The Price Is Right"

Friday, Aug. 5

9:30-10 p.m. -- "Masquerade Party"

Saturday, Aug. 6

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Stranger" (Repeat)

Sunday, Aug. 7

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

(more)

2 - NBC-TV Network Colorcast Schedule

Monday through Friday, Aug. 8-12

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Aug. 8

10-11 p.m. -- "Esther Williams at Cypress Gardens" a book musical -- complete with singing, dancing, swimming and comedy -- is set at Cypress Gardens, the Florida resort. Fernando Lamas and Joey Bishop co-star.

Tuesday, Aug. 9

9:30-10 p.m. -- "The Arthur Murray Party" starring Kathryn and Arthur Murray. (Repeat)

Wednesday, Aug. 10

8:30-9 p.m. -- "The Price Is Right"

Friday, Aug. 12

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear," a suspense drama series.

Saturday, Aug. 13

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Last Trophy" (Repeat)

Sunday, Aug. 14

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, Aug. 15-19

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

(more)

3 - NBC-TV Network Colorcast Schedule

Monday, Aug. 15

10-11 p.m. -- "What Makes Sammy Run?" Part One of a two-part dramatization of Budd Schulberg's novel stars Larry Blyden in the title role. Delbert Mann is producer-director. (Repeat). (Part Two on Monday, Aug. 22)

Tuesday, Aug. 16

9:30-10 p.m. -- "The Arthur Murray Party," starring Kathryn and Arthur Murray. (Repeat)

Wednesday, Aug. 17

8:30-9 p.m. -- "The Price Is Right"

Friday, Aug. 19

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear," a suspense drama series

Saturday, Aug. 20

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "Escape to Ponderosa" (Repeat)

Sunday, Aug. 21

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday through Friday, Aug. 22-26

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Monday, Aug. 22

8-9 p.m. -- "What Makes Sammy Run?" Part Two of the Budd Schulberg novel stars Larry Blyden in the title role. (Repeat)

(more)

## 3 - 3RD-TV Detroit Outpost Telecasts

Monday, Dec. 16

10-12 p.m. -- "What Makes Sammy Run?" Paul Muni of a two-part dramatization of Budd Schulberg's novel stars Sidney Salkow in the title role. Original music is produced-directed. (Repeat).

(Part Two on Monday, Dec. 23)

Tuesday, Dec. 17

9:30-10 p.m. -- "The Secret Service Tests," starring Joel McCrea and Arthur Kennedy. (Repeat)

Wednesday, Dec. 18

9:30-9 p.m. -- "The Price is Right"

Friday, Dec. 19

8:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Mount of Prey," a suspense drama series

Saturday, Dec. 20

10-10:30 a.m. -- "The Lucky Duck Show"

10:30-11 a.m. -- "Bully and Scooby Show"

7:30-8:30 p.m. -- "Bonanza" - Ponderosa, "Escape to Fantasia" (Repeat)

Sunday, Dec. 21

3-5 p.m. -- "Music on Ice"

9-10 p.m. -- "The Bruce Forsyth Show"

Monday through Friday, Dec. 22-26

11-12:30 p.m. -- "The Price is Right"

12:30-1 p.m. -- "It Could be You"

Monday, Dec. 23

8-9 p.m. -- "What Makes Sammy Run?" Part Two of the Budd Schulberg Novel stars Larry Storch in the title role. (Repeat)

(more)

4 - NBC-TV Network Colorcast Schedule

Tuesday, Aug. 23

9:30-10 p.m. -- "The Arthur Murray Party," starring Kathryn and Arthur Murray. (Repeat)

Wednesday, Aug. 24

8:30-9 p.m. -- "The Price Is Right"

Friday, Aug. 26

9:30-10 p.m. -- "Masquerade Party"

10-11 p.m. -- "Moment of Fear," a suspense drama series.

Saturday, Aug. 27

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "San Francisco" (Repeat)

Sunday, Aug. 28

8-9 p.m. -- "Music on Ice"

9-10 p.m. -- "The Chevy Mystery Show"

Monday, Tuesday and Wednesday, Aug. 29, 30 and 31

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

Tuesday, Aug. 30

9:30-10 p.m. -- "The Arthur Murray Party," starring Kathryn and Arthur Murray. (Repeat)

Wednesday, Aug. 31

8:30-9 p.m. -- "The Price Is Right"

-----o-----

NBC-New York, 7/13/60

JACK TRACY
ROOM 320



NBC CONVENTION NEWS

AFFILIATED STATIONS PRAISE NBC NEWS' CONVENTION COVERAGE

NBC CONVENTION CENTRAL, Los Angeles, July 14 -- The following telegram was received yesterday by NBC's William R. McAndrew:

WILLIAM R. McANDREW
VICE PRESIDENT, NBC NEWS
LOS ANGELES, CALIFORNIA

ON BEHALF OF NBC AFFILIATED STATIONS, PLEASE EXTEND TO YOUR ENTIRE STAFF HEARTIEST CONGRATULATIONS ON UNPARALLELED COVERAGE OF THE DEMOCRATIC CONVENTION. FROM HUNTLEY AND BRINKLEY ALL THE WAY YOUR CAMERAS AND REPORTERS ARE PRESENTING AMERICA CANDIDLY ACCURATE, FULLY RESPONSIBLE, AND COMPLETELY COMPREHENSIVE PICTURES OF THE ALL-IMPORTANT EVENTS. NBC STATIONS ARE PROUD TO BE A PART OF THIS GREAT SERVICE TO THE AMERICAN PEOPLE.

JACK HARRIS
CHAIRMAN, BOARD OF DELEGATES
NBC AFFILIATED STATIONS

-----o-----

NBC CONVENTION NEWS

A CANDIDATE IS NAMED AND NBC NEWS TELLS FULL STORY

- - -

Calculation (by Men and Machine) and Projection (Electronic)
Help Give Over-All Coverage as Sen. Kennedy Wins Nomination

NBC CONVENTION CENTRAL, Los Angeles, July 14 -- NBC News told the story of the nomination of Senator John F. Kennedy as Presidential candidate in 10 hours of television programming that fitted together the speeches, interviews, floor demonstrations, balloting and sidelights in a clear account of the main event of the Democratic convention.

NBC covered the balloting that climaxed the evening (Wednesday, July 13) with a new system that combines a calculating machine with an electronic projection device which showed the voting on the television screen swiftly and without error.

Chet Huntley and David Brinkley, Emmy Award-winning team, headed the staff of 35 NBC News correspondents providing the convention coverage.

The NBC cameras were first to find Senator Kennedy's "hide-away" house where he waited out the nomination proceedings. They were also first to show members of the Kennedy family gathered together in the stands of the Los Angeles sports arena.

The coverage clearly showed the Senator leaving his hideaway and making his way to a crowd of newsmen to the car that took him to

(more)

the convention hall. The cameras followed him closely to the podium where he addressed the convention and back out of the arena.

NBC News began the day's coverage with a special half-hour program (5 p.m. EDT), in which correspondents summarized and interpreted late events and interviewed campaign leaders of the four major candidates.

The coverage of the session started at 6 p.m. EDT and ended more than half an hour after adjournment with taped replays of nomination highlights, statements by Adlai Stevenson and Stuart Symington and interpretation of the results by NBC News correspondents.

The coverage was interrupted three times during the evening for pickups from the United Nations in New York, where the Security Council was debating a Belgian resolution calling for the dispatch of troops to the Congo. NBC News' UN correspondent Pauline Frederick reported from the scene.

Chet Huntley broke into the balloting to report the stabbing of Japanese Premier Kishi and later gave further details that were picked up direct from Tokyo on a radio hookup that had been set up to carry the NBC radio coverage of the convention to Japan.

The network's convention interviews hewed closely to the main story. NBC correspondents interviewed Senator Johnson, Senator Kennedy, Connecticut Governor Ribicoff, Oklahoma Senator Monroney, Texas Governor Daniel, and other key figures when they were pertinent to developing events.

NBC was first to get reaction from Kennedy's mother, Mrs. Joseph P. Kennedy, his sister, Mrs. Sargent Schriver; and his

(more)

sisters-in-law, Mrs. Ted Kennedy and Mrs. Robert Kennedy. The network was also first to show the Senator as his car approached the arena and as he alighted.

The NBC Radio Network covered the session with nine hours and 32 minutes of programming, which started at 5:45 p.m. EDT and ended at 3:16 a.m. EDT. The radio coverage was headed by correspondents Morgan Beatty and Robert McCormick.

-----o-----

NBC-7/14/60

NBC COLOR TELEVISION NEWS

July 14, 1960

MUSICAL PRODUCTIONS OF 'TOM AND HUCK' AND 'THE VILLAGE BLACKSMITH'
COMPLETE LIST OF 11 PROPERTIES ANNOUNCED FOR 'SHIRLEY TEMPLE SHOW'

Two titles were omitted yesterday from the list of announced properties for NBC-TV Network colorcasts on "The Shirley Temple Show" during the 1960-61 season. The list of 11 properties should include musical productions of "Tom and Huck" (based on the Mark Twain characters, Tom Sawyer and Huckleberry Finn) and "The Village Blacksmith" (based on the Henry Wadsworth Longfellow poem).

The rest of the list follows: "Winnie-the-Pooh," by A. A. Milne, adapted for television by A. J. Russell; "Kim" by Rudyard Kipling, adapted for television by Richard Alan Simmons; "The Rocket," a children's science-fiction story adapted from Ray Bradbury's original; "Emmy Lou," based on Marty Link's comic strip about a teenage girl; "Little Men," adapted from the novel by Louisa May Alcott; "The Marvelous Land of Oz," adapted from the book by Frank Baum; "Pippi Longstocking," based on the children's book by Astrid Lindgren; "The Reluctant Dragon," a musical based on Kenneth Grahame's book of that title, and "The Queen's Necklace," based on Alexandre Dumas' adventure novel.

William H. Brown Jr. will be executive producer for the series, which will be colorcast Sundays (7 to 8 p.m. NYT).

-----o-----

NBC CONVENTION NEWS

'SUPERB COVERAGE'

NBC CONVENTION CENTRAL, Los Angeles, July 14 -- NBC received a telegram yesterday (July 13) from the Indiana American Legion congratulating the Emmy Award-winning NBC News team of Chet Huntley and David Brinkley "on a superb coverage of the Democratic National Convention.

"It is a coverage," the message reads, "that makes American political processes clear to young and old, and it is spiced with a priceless wit that gives this political drama a compelling interest."

* * *

HEADLINERS AND BY-LINERS VISIT NBC NEWS AREA AT CONVENTION

The NBC News area, several hundred yards of partitioned space in the Sports Arena, has become the choice place to watch the television coverage of the Democratic convention.

Top political figures, TV and movie personalities and some of the country's leading journalists have wandered through the NBC facilities during the third day of the convention (July 13). Many spent hours

(more)

in viewing rooms while others kept one eye on the TV screen while using phones or typewriters in the news and press rooms.

Representative Sam Rayburn, Robert Kennedy and Chester Bowles caught NBC's coverage in the area during moments when the arena floor was crowded. Phyllis Kirk and NBC-TV's own Dave Garroway watched the sets during the convention balloting. Anna Rosenberg, directors Frank Capra and William Wyler and representatives of newspapers, magazines and the wire services covered parts of the convention at NBC.

* * *

## IT HAPPENED IN 1844

The Emmy Award-winning team of Chet Huntley and David Brinkley yesterday (July 13) received the following telegram from a viewer in Nashville, Tenn.:

"In 1844, the Massachusetts Legislature adopted the following resolution, opposing the admission of Texas to the Union: 'Resolved, that under no circumstances whatsoever can the people of Massachusetts regard the proposition to admit Texas into the Union in any other light than as dangerous to its continuance and peace in prosperity and in the enjoyment of those blessings which is the object of a free government to secure'."

-----o-----

NBC-7/14/60

in viewing rooms while others kept one eye on the TV screen while using phones or typewriters in the news and press rooms.

Departmentalize Sen Tarrant, Roger Kennedy and Dorothy Sexton caught NBC's coverage in the area having records when the press floor was crowded. Phyllis Kirk and WOC-TV's Sue Lay variously analyzed the events during the convention balloting. John Rhodes, Bill Stone, Bill Odgers and William Wyler and representatives of newspapers, magazines and the wire services covered parts of the convention at NBC.

* * *

## TV REPORTED IN 1944

The Lady Amateurs-Atlantic team of Chet Hunter and David Fetzhow yesterday (July 13) received the following telegram from a viewer in Mabyville, Tenn.:

"In 1944, the Mississippi Legislature adopted the following resolution, upholding the admission of Texas to the Union: 'Resolved, that under no circumstances shall-never can the people of Mississippi regard the proposition to admit Texas into the Union in any other light than as detrimental to the continuance and peace in prosperity and to the enjoyment of those blessings which in the opinion of a free government to secure'."

---

NBC-TV/RA/DC

NBC NEWS

NBC CONVENTION NEWS

July 14, 1960

## A FIRST FOR THE 49TH

Alaskan viewers are getting their first live gavel-to-gavel radio coverage of a national political convention.

The NBC News coverage of the Democratic convention in Los Angeles is being carried live by four stations in the 49th state -- stations KENI in Anchorage, KFAR in Fairbanks, KTKN in Ketchikan and KJNO in Juneau. The stations are affiliates of the NBC Radio Network. The radio coverage, with NBC News correspondents Morgan Beatty and Robert McCormick as anchor men, is picked up at Seattle and carried on the lines of the Alaskan Communications System.

In previous convention years, the coverage has been taped, edited and broadcast in Alaska on a delayed basis. Until now, live coverage to Alaska has been restricted largely to the World Series andother major sports events.

-----o------

NBC CONVENTION NEWS

COMMENTATOR ON WRY

- - -

David Brinkley Sandwiches Quips Galore for NBC News Servings

NBC CONVENTION CENTRAL, Los Angeles, July 14 -- One columnist called him a "hooker of rye." Another described the wry, award-winning commentator as "a dour sparrow seated high in the rafters of the Sports Arena."

Whatever you call him, NBC News' David Brinkley, with his razor-sharp wit, has been one of the lighter points of the convention coverage.

In his narrow booth, once described as a well-decorated cigar box, Brinkley surveyed the interior and said, "It looks like a beached submarine."

Brinkley and Chet Huntley (Emmy Award-winning news team) have been working together on their nightly newscast for the past four years, but the two have never shared such close quarters as they are now doing under the roof of the sports arena. (Huntley usually telecasts from New York while Brinkley appears in a studio in Washington, D. C.). Brinkley quips about himself as well as others. He once called himself the other half of a hyphen."

Brinkley was at it during the keynote speech by Senator Frank Church: "The youthful senator from Idaho spent his first year in the

(more)

Senate being mistaken for a page boy, who are uniformed in blue suits." Senator Church used to wear blue suits. He now wears brown ones."

As Church started for the rostrum, David said, "He goes to the podium with a pitcher of water, a national TV audience and a seated audience already on his side."

As the third day of the political pow-wow dawned and the candidates were performing last ditch efforts to win votes, Brinkley remarked, "This is the first convention of the space age...where a candidate can promise the moon and mean it."

During the nominations he declared, "The art of the nominating speech has been shaped and polished until it is as suited to its purpose as the handle of an axe...as familiar as the contents of your own wallet."

And on the demonstrations which echoed across the gigantic hall, David said, "They're blinking the lights off and on in the hall as they do in a nightclub when they want the customers to clear out."

In a control room one comedy writer was busily jotting notes. "If he keeps this up during the upcoming Republican convention, I'll have enough material for a complete nightclub routine," he said.

-----o------

NBC-7/14/60

Single Data Systems for a local con, who are activists in local media, consider Chicago must be made "a big city." Mr. Jo, whose group does "

In Tower Hamlets for the Pathway Social Hall. "We have to run politics with a pledge to people, a product I'm proud of and a second problem already on the ark."

In the third day of the principal conference among the candidates were anything but high minded in our view. Mrs. Thatcher, "This is the first convention of the Conservative Party...where a candidate can practice the open and free."

During the nominations in Hackney, "Our form of the democratic process has been always the problem when it is so public in the course of the course of an election. Inability of the candidate to speak out loudly."

And on Tuesday morning, Mr. Kinnock, the Labour Party leader, said, "Now the criminal has taken off his mask in the last as they do in a democracy when they lose the argument in their own."

In a political room in London's Bryan Gray Hall, "It is hard to bring out the opposite impression of convention, Mrs. Have enough reason for a conservative significant "Mr. Kinnock.

---

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

LARGEST SINGLE EXPANSION OF COLOR SCHEDULE IN NBC-TV HISTORY

"THE JACK PAAR SHOW" TO BE COLORCAST BY NBC STARTING IN SEPTEMBER;

NETWORK'S COLOR SCHEDULE TO HAVE INCREASE OF NEARLY 50 PER CENT

Four Paar Shows a Week Will Be in Color at Start and Fifth Later,

New Colorcasts to Include 'Play Your Hunch' and 'Jan Murray Show'

FOR RELEASE MONDAY A.M., JULY 18

"The Jack Paar Show" will be broadcast in color starting in September, marking the largest single expansion of the color schedule of the NBC-TV Network in its history, it was announced today by the National Broadcasting Company.

Each of the Monday-through-Thursday Paar programs will be broadcast in color, an addition of seven color hours a week, and Friday's "The Best of Paar" will join the color lineup later in the season.

At the same time, NBC-TV's daytime color programming schedule will be further augmented by the broadcasting in color of "Play Your Hunch" and "The Jan Murray Show." The addition of these shows will bring the network color schedule to more than 1,000 hours in 1960, an increase of nearly 50 per cent over last year's 720 hours.

Mr. Paar, together with such top NBC-TV personalities as Perry Como, Dinah Shore, and Tennessee Ernie Ford, will give the network its finest array of color stars ever.

"The idea of doing the show in color as outlined by NBC is fine with me," Mr. Paar said. "I've seen tests made in my own studio and they looked great. Color is progress and I'm all for it."

(more)

The decision to present "The Jack Paar Show" in color was made by NBC-TV following the perfection of RCA's new 4401 Image Orthicon tube, which requires no greater lighting for color than for black-and-white. Because the 4401 is more sensitive than tubes previously used for color, Paar will be able to continue broadcasting from his present studio under the same conditions of light intensity.

"The Jack Paar Show," which celebrates its third anniversary July 29, has been highlighted this season by visits from such diverse guests as Debbie Reynolds, Robert Kennedy, Elizabeth Taylor and James Cagney. The show's best-known panelists -- Charlie Weaver (Cliff Arquette), Alex King, Joey Bishop, Hermione Gingold and Jonathan Winters, among others -- will be some of the faces in the new Fall "living color look" for the late-night series.

The extensive increase in NBC-TV Network color volume, directly attributable to the new sensitive 4401 tube, is being paralleled on the local level.

Locally originated color programs will be seen next season in Cincinnati, Philadelphia, Indianapolis, Fort Worth, New Orleans, Miami, Washington, Oklahoma City, Chicago, Omaha and Boston.

The announcement that "The Jack Paar Show" will be broadcast in color is particularly timely in view of recent announcements of very substantial increases in the production and sale of color television sets.

-----o------

NBC-New York, 7/15/60

July 15, 1960

PUREX TO SPONSOR 12 SPECIALS (5 NIGHTTIME AND 7 DAYTIME)
ON NBC-TV NETWORK DURING THE 1960-61 SEASON
- - -
Donald B. Hyatt to Produce Two "Project 20" Programs,
Robert Alan Aurthur Three Dramas Based on Real Life,
And Irving Gitlin Daytime Shows on Women's Topics

The Purex Corporation will sponsor 12 special programs -- five nighttime and seven daytime -- during the 1960-61 season on the NBC-TV Network, it was announced by Edwin S. Friendly Jr., Director, Special Program Sales, NBC Television Network.

The nighttime programs will consist of two "Project 20" programs to be supervised by Donald B. Hyatt, Director of Special Projects, and three dramas based on incidents in the lives of real people, to be produced by Robert Alan Aurthur.

Irving Gitlin, who was recently named Executive Producer, Creative Projects, NBC News and Public Affairs, will supervise the daytime programs. They will deal with problems of fundamental concern to women.

Mr. Hyatt, whose "Project 20" programs have received many of television's most distinguished awards, will produce two nighttime "Project 20" programs for Purex -- "Those Ragtime Years," a portrayal of the rise of the ragtime craze in American music, and "The Will Rogers Story," a profile of the late American humorist.

(more)

Mr. Aurthur, who was executive producer of last season's NBC-produced "Sunday Showcase" series, was recently signed to a new NBC-TV contract to produce the three nighttime programs for Purex. Mr. Aurthur has been a writer, script editor, associate producer and producer on NBC-TV's "Philco-Goodyear Playhouse," and has also written for Broadway and the movies.

Mr. Gitlin joined NBC last May after nearly 14 years at CBS, where he wrote, directed and produced a variety of award-winning programs for both radio and television before becoming Director of Public Affairs for CBS News.

The Purex purchase was placed through the Edward H. Weiss Company of Chicago.

This Summer, Purex is also sponsoring repeats of the following programs, presented originally during the 1959-60 season: "The Innocent Years," Monday, July 18; "The Jazz Age," Friday, Aug. 5; "What Makes Sammy Run?" (Part I), Monday, Aug. 15 (colorcast); "What Makes Sammy Run?" (Part II), Monday, Aug. 22 (colorcast); "Life in the Thirties," Monday, Aug. 29; "Murder and the Android," Monday, Sept. 5 (colorcast); and "Not So Long Ago," Monday, Sept. 12. "One Loud Clear Voice" was a repeat colorcast on July 4 for Purex.

Purex also sponsored Parts I and II of "The Sacco-Vanzetti Story" on June 3 and 10.

-----o------

NBC-New York, 7/15/60

July 15, 1960

BLOCK DRUG. CO. PURCHASES SPONSORSHIP IN 'RIVERBOAT' FOR 1960-61

The Block Drug Company has purchased sponsorship in "Riverboat," NBC-TV's popular adventure-drama series, during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Riverboat," which will begin its second year on NBC-TV in the Fall, will continue to be telecast on Mondays (7:30-8:30 p.m. NYT). Darren McGavin again will star as captain of the riverboat "Enterprise," in its journeys along the Mississippi River in the 1870s, with prominent guest stars appearing each week.

The Block Drug purchase was placed through Sullivan, Stauffer, Colwell & Bayles Inc.

-----o-----


NBC NEWS' COVERAGE OF VICE PRESIDENTIAL NOMINATION PROCEEDINGS INCLUDED DAY'S ONLY TV PICTURE OF KENNEDY AND JOHNSON TOGETHER

NBC CONVENTION CENTRAL, Los Angeles, July 15 -- NBC News covered the Vice Presidential nomination proceedings yesterday at the Democratic convention with four hours and 45 minutes of programming on the NBC-TV Network. The NBC coverage included the day's only television picture of Senator John F. Kennedy and Lyndon B. Johnson together. The NBC cameras picked up Kennedy and Johnson, now the Democratic ticket for the November election, as they chatted together in the Biltmore Hotel before the Thursday (July 14) session began.

The NBC coverage started at 8 p.m. EDT. The first half-hour was a taped summary of the day's events and interpretation by NBC News correspondents at the convention. The coverage, headed by Chet Huntley and David Brinkley, Emmy Award-winning news team, again followed closely the main story of the proceedings -- this time the nomination of Senator Johnson as the Vice Presidential candidate.

The coverage included interviews with Senator Johnson by correspondent Joseph C. Harsch, with Adlai Stevenson by Sander Vanocur, Governor Price Daniel of Texas by Martin Agronsky, and with other political figures playing key parts in the proceedings.

(more)

NBC kept to the main event so closely, in fact, that the network missed the complimentary remarks by the convention chairman on the press, radio and television coverage of the convention. While he was speaking, the NBC picture was focused on the main event of the moment -- the arrival of Senator Johnson at the arena.

The NBC Radio Network carried four hours and 51 minutes of convention programming July 14, starting at 8:08 p.m. EDT.

-----o-----

NBC-7/15/60


PRESS, RADIO AND TV PRAISED IN DEMOCRATIC CONVENTION RESOLUTION

NBC CONVENTION CENTRAL, Los Angeles, July 15 -- Following is the text of remarks yesterday (July 14) by Chairman LeRoy Collins, Governor of Florida, on the press, radio and television coverage of the Democratic national convention:

While this effort is being made to clear up the chamber, I realize that we adopted a resolution a little while ago commending the press and the radio and television people, but I would like especially to comment on the tremendously effective service that these news media people have given to this convention, and, of course, to the nation, in carrying these proceedings to the people.

I am advised that there are something over 1,000 newspaper representatives covering this convention. I think about two-thirds of them are out in the aisles right now. But they are here and we are happy to have them here. It is an important part of our democratic process that proceedings of this kind be accurately and fully reported.

I am also informed that the television and radio networks have expended in excess of ten million dollars

(more)

in order to provide the very complete coverage which has been provided and is being provided to the people of what goes on here. I think that is an outstanding contribution to good government, and to the progress of our nation. It is rendered in a wonderful spirit.

I want, and I know I speak for you also, to pay special appreciation to these television network and radio network and press people for their wonderful help that has been given.

-----o-----

NBC-7/15/60

NBC CONVENTION NEWS

## CHESTER BOWLES TO 'MEET THE PRESS'

NBC CONVENTION CENTRAL, Los Angeles, July 15 -- Rep. Chester Bowles, Chairman of the Democratic Party's platform committee and foreign affairs adviser to Presidential candidate John F. Kennedy, will be the guest on NBC-TV's "Meet the Press" Sunday, July 17 (NBC-TV Network, 6-6:30 p.m. EDT; and NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT).

Lawrence Spivak, program producer and permanent panelist, said the panel of newsmen who will question Rep. Bowles (D.-Conn.) will be announced soon.

## AN 'ASTUTE POLITICIAN'

NBC CONVENTION CENTRAL, Los Angeles, July 15 -- Ohio Governor Mike DiSalle has achieved a reputation as an astute politician with a salty wit, reports NBC's Ed Edwin. During the Ohio caucus yesterday (July 14), Ohio Democratic chairman William Coleman introduced DiSalle as "not only a great governor but also an astute politician." DiSalle remarked, "Yes, I'm an astute politician. I had to be defeated three times in Ohio to prove it."

-----o------

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of July 24-30 (All Times EDT)

Sunday, July 24

8-9 p.m. -- "Music on Ice," a variety ice show featuring some of the world's outstanding skaters. Singer Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show" presents "I Know What I'd Have Done" starring George Brent. Walter Slezak is series host.

* * *

(NOTE TO EDITORS: The regularly scheduled NBC colorcast programs will be pre-empted the morning of July 25 and the evenings of July 25-28 by coverage of the Republican convention.)

* * *

Tuesday, July 26

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Wednesday, July 27

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Thursday, July 28

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

(more)

Friday, July 29

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is host.

10-11 p.m. -- "Moment of Fear" - a live, suspense series of dramas dealing with reality and fantasy.

Saturday, July 30

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Magnificent Adah." (Repeat)

-----o-----

NBC-New York, 7/15/60

PR-14

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.



July 18, 1960

RICHARD J. RABURN IS APPOINTED CONTROLLER OF NBC

Richard J. Raburn, Director of Accounting of the National Broadcasting Company, has been appointed Controller of NBC, it was announced today by Aaron Rubin, Vice President and Treasurer, NBC.

Mr. Raburn, who came to NBC in 1951 as an internal auditor, was formerly with the accounting firm of Arthur Young & Company. At NBC he became Manager of Auditing and Systems in 1954, and a year later was named Director of Accounting.

He is a graduate of the Wharton School of Finance and Commerce of the University of Pennsylvania. He was a captain in the 82nd Airborne Division at the time of his discharge from the Army in 1946 after four and one-half years of service.

Mr. Raburn lives in Ramsey, N. J., with his wife and son.

-----o------

JACK TRACY
ROOM 320

2-X-H


'NBC SPECIAL REPORT--CONVENTION PREVIEW'

- - -

Four Programs to Be Telecast from Chicago

This Week on NBC-TV Network

NBC CONVENTION CENTRAL, Chicago, July 18 -- Four special NBC News programs previewing the Republican national convention in Chicago will be presented this week on the NBC-TV Network. Each telecast will be titled "NBC Special Report -- Convention Preview."

They include a full-hour program featuring NBC News' Emmy Award-winning team of Chet Huntley and David Brinkley in Chicago's International Amphitheatre, where the Republican convention will open Monday, July 25. This program, to be telecast Saturday, July 23 (9:30-10:30 p.m. EDT), will present many of NBC's 35 convention correspondents in special interviews, reports on the Republican platform, and a look at the standing of key contenders for the Vice Presidential nomination.

The other three special programs are:

Tuesday, July 19 (4-5 p.m. EDT) -- Views on the Republican platform by Governor Nelson A. Rockefeller of New York, Senator Thruston B. Morton of Kentucky, Republican national chairman; Robert B. Anderson, Secretary of the

(more)

Treasury; Clarence B. Randall, Special Assistant to the President on Economic Policy; Rep. John W. Byrnes of Wisconsin, chairman of the House Republican Policy Committee; and Senator Barry Goldwater of Arizona, chairman of the Republican Policy Committee. The program will originate at the Blackstone Hotel in Chicago, where the Republican Platform Committee is holding hearings.

Thursday, July 21 (7:30-8 p.m. EDT) -- Interviews with key figures on hand for the convention, a report on the progress of the Platform Committee and a remote telecast from NBC Convention Central in the International Amphitheatre. The program will originate at Republican convention headquarters in the Conrad Hilton Hotel.

Friday, July 22 (9-9:30 p.m. EDT) -- A summary of the week's developments, with reports by NBC News correspondents. The program will originate at the Hilton Hotel and from NBC Convention Central.

The four special programs will be produced by Chet Hagan and directed by Robert Priaulx.

-----o-----

NBC-7/18/60

## 2. Convention Highlights

Treasurer Clarence D. Kendall, Jr., [illegible] welcome to the [illegible] on Thursday Noller Day, John A. Burns of Honolulu, chairman of the House Ways and Means Committee and Senator Fern Hildebrandt of Arizona, chairman of the Committee on Ways and Means.

Governor Burns [illegible] at the Biennial Hotel in Waikiki, where the Convention Planning Committee is holding meetings.

Thursday, July 31 (7:00-8 p.m. EST) -- Informal mixer, Ala Moana on Lanai, [illegible] the [illegible] of the Hawaii [illegible] and a [illegible] [illegible] from the Convention Center in the International Marketplace. The program will [illegible] in Ala Moana [illegible].

Friday, July 32 (9:30 a.m. EST) -- A summary of the week's developments, with reports by [illegible] committees. The program will conclude at the [illegible] and [illegible] Convention Center.

The [illegible] program will be [illegible] by Gov. [illegible] and [illegible] by Robert Kennedy.

---

NBC NEWS

NBC CONVENTION NEWS

COLORCAST

GOVERNOR ROCKEFELLER AND SENATOR GOLDWATER TO BE GUESTS IN SPECIAL FULL-HOUR 'MEET THE PRESS' COLORCAST ON NBC

NBC CONVENTION CENTRAL, Chicago, July 18 -- Governor Nelson A. Rockefeller of New York and Senator Barry Goldwater of Arizona will be the guests in a special full-hour "Meet the Press" program to be colorcast on the NBC-TV Network Sunday, July 24 (6-7 p.m. EDT).

Governor Rockefeller has been prominently mentioned as a possible Republican Presidential nominee. Senator Goldwater is chairman of the Republican Campaign Committee and a favorite son candidate from Arizona.

They will be interviewed by Carleton Kent of the Chicago Sun Times, Edwin Newman of NBC News, Richard Wilson of Cowles Publications, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

The program, a Public Affairs presentation of NBC News, will be colorcast live from NBC studios in Chicago. Ned Brooks will moderate.

-----o------


NBC NEWS STAFF SWITCHES TO CHICAGO SETTING AFTER
COMPREHENSIVE COVERAGE OF DEMOCRATIC SESSIONS

- - -

Total NBC-TV Coverage of Los Angeles Events Was 37½ Hours,
Plus Full Week of 'Today' Convention Programming

NBC CONVENTION CENTRAL, Chicago, July 18 -- An advance contingent of the 350 editors, correspondents, engineers, cameramen and technicians assigned by NBC News to cover the national conventions arrived in Chicago today to prepare for the Republican sessions opening in the International Amphitheatre Monday, July 25.

NBC News completed its coverage of the Democratic conclave in Los Angeles Friday, July 15 when Chet Huntley and David Brinkley, Emmy Award-winning news team, moved out of their booth in the Sports Arena and took up a vantage point overlooking the nearby Coliseum, where Democratic Presidential nominee John F. Kennedy and Vice Presidential nominee Lyndon B. Johnson made their acceptance speeches.

The NBC coverage started at 9 p.m. EDT and ended at 11:45 p.m. EDT. This brought the total NBC News television coverage to 37 hours and 30 minutes, including the special programs that began more than a week before the convention opened. In addition, the "Today" program devoted a full week of programming to the conventions.

(more)

2 - Convention Coverage

NBC-TV began Friday's coverage with a half-hour of summary and interpretation by its correspondents, including those assigned to state delegations. Their commentary was interspersed with pictures of the Kennedy motorcade and the entertainment in the Coliseum.

* * *

The network covered the speeches, including that of convention chairman LeRoy Collins, who was interrupted by a high school band that marched out onto the field beating a drum and bearing a large U. S. flag. Brinkley commented that "somebody missed a cue."

On the final program, Huntley recalled the first of NBC's convention specials in which former President Harry S. Truman questioned whether Senator Kennedy was "big enough" for the White House.

Watching the Senator enter the Coliseum with members of his family, Huntley remarked that the real question was whether "the White House is big enough for the Kennedys."

-----o-----

NBC-7/18/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

July 19, 1960

JAN MURRAY WILL STAR IN NEW DAYTIME GAME SHOW TO BE COLORCAST MONDAYS THROUGH FRIDAYS ON NBC-TV NETWORK

Jan Murray will return to the NBC-TV Network this Fall as star of a new Monday-through-Friday afternoon game program -- "The Jan Murray Show" colorcast -- starting Monday, Sept. 5 (2-2:30 p.m. EDT), it was announced today by Robert F. Aaron, Director, Daytime Programs, for the NBC-TV Network.

("Queen for a Day," currently telecast at 2 p.m. EDT, will move to 4:30 p.m. EDT, effective Sept. 5.)

"The Jan Murray Show" will combine humor, as the quick-witted comedian ad libs with contestants, and an exciting word game. There will be prizes for both studio contestants and home viewers, who can participate by sending in postcards with words that may be used during the program. The game will consist of two parts. First, three players in the studio will each choose a bargain-priced item of merchandise. Then they will try to earn the money with which to buy the items, by building words from letters drawn at random by Murray.

Jan Murray has starred in several radio and television programs and has headlined stage shows at some of the nation's top entertainment spots. "The Jan Murray Show" will originate live in New York, and will be produced by NBC in association with Jantone Productions.

-----o-----

'TIMEX ALL-STAR CIRCUS' TO BE ONE-HOUR NBC TELEVISION SPECIAL
TAPED IN COPENHAGEN WITH PAUL WINCHELL AND CIRKUS SCHUMANN

A special one-hour telecast for the young of all ages will be presented as the "Timex All-Star Circus" starring Paul Winchell and the Cirkus Schumann Friday, Oct. 21, on the NBC-TV Network (9-10 p.m. EDT, in black and white only).

The program will be taped in Copenhagen, Denmark, where the Schumann family has its circus. Winchell will fly to the Danish capital in August for the taping.

The acts, featuring members of the Schumann family and guest stars, will include trampoline feats, bareback ballerina riding, trained horses, bicycle and monocycle tricks, clowns, and flying-trapeze and wire-walking stunts.

Winchell's famous dummy pal, Jerry Mahoney, is sure to turn up among the spectators at the circus, not too far from Winchell himself.

The program will be sponsored by Timex Watches through the W. B. Doner and Company agency.

-----o-----

NBC-New York, 7/21/60

NBC CONVENTION NEWS

July 19, 1960

NBC RADIO AND TV NETWORKS TO CARRY FULL-HOUR 'MEET THE PRESS' PROGRAM WITH GOVERNOR ROCKEFELLER AND SENATOR GOLDWATER

The special full-hour "Meet the Press" program featuring interviews with Governor Nelson A. Rockefeller of New York and Senator Barry Goldwater of Arizona will be broadcast on the NBC Radio Network, including WNBC, Sunday, July 24 (9:05-10 p.m. EDT) and -- as previously announced -- will be colorcast on the NBC-TV Network (6-7 p.m. EDT).

Governor Rockefeller and Senator Goldwater will be interviewed separately by panelists Carleton Kent of the Chicago Sun Times, Edwin Newman of NBC News, Richard Wilson of Cowles Publications and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate the program, which is a Public Affairs presentation of NBC News.

NBC TRADE NEWS

July 20, 1960

P. LORILLARD COMPANY AND TONI COMPANY WILL CO-SPONSOR
'THE GROUCHO MARX SHOW' ON THE NBC-TV NETWORK
THURSDAY NIGHTS DURING 1960-61 SEASON

The P. Lorillard Company and the Toni Company will co-sponsor "The Groucho Marx Show" on NBC-TV during the 1960-61 season, it was announced today by Don Durgin, Vice President, NBC Television Network.

The program, formerly called "You Bet Your Life," will begin its 11th consecutive season on NBC-TV in the Fall. Consistently a top-rated show, it will again present Marx as host of the quiz series which accents comedy.

The show will continue to be telecast on Thursdays, 10-10:30 p.m. (NYT) in the Fall.

The Toni purchase was placed through North Advertising Inc., and the Lorillard purchase through Lennen & Newell Inc.

-----o------

## Robert J. Montgomery Makes Debut on NBC-TV Network's "Today" Show

Robert J. Montgomery has been named producer of the NBC Television Network's "Today" show, it was announced today.

He replaces Robert Saudek, who will go from the Sunday-through-Friday (7-9 a.m. EST) series to a new NBC-TV assignment.

Mr. Montgomery joined "Today" in May as director manager. His long list of TV credits includes "Philco TV Playhouse" and "The Gun," which he produced for NBC's "Omnibus" series, and "Report from Outer Space" on CBS's "Early Show" series, for which he was the producer.

His directing "apprentices" which he worked out approved, was a Peabody Award and an Emmy award. He has written for "All Purpose" and "Ten Ten Times " produced the "Good Morning" series, and directed movies in the "Seven Lively Arts" programs.

He has also written and produced the Walt-Disney films, "The Way to Paradise" and "The Gun Runs."

Before entering television, he served as a reporter and commentator for the Chicago Sun-Times.

NBC CONVENTION NEWS

'NBC SPECIAL REPORT--CONVENTION PREVIEW'

Vice President Nixon and Governor Rockefeller to Be Interviewed During Full-Hour Telecast July 23

NBC CONVENTION CENTRAL, Chicago, July 20 -- Vice President Richard M. Nixon and Governor Nelson A. Rockefeller of New York will be interviewed during "NBC Special Report -- Convention Preview" Saturday, July 23 on the NBC-TV Network (9:30-10:30 p.m. EDT).

Vice President Nixon will be interviewed on campaign issues by NBC News correspondents Frank Bourgholtzer and Herb Kaplow in a live telecast from the NBC studios in Washington. Governor Rockefeller will be interviewed by correspondent Sander Vanocur in a live pickup from his suite in the Sheraton Towers in Chicago.

The program will also present an interview with Charles H. Percy, chairman of the Republican Platform Committee, by correspondent Richard Harkness; a feature on the Conrad Hilton, headquarters hotel, by correspondent Edwin Newman, and a summary of late convention developments.

(more)

An earlier "NBC Special Report -- Convention Preview," to be telecast Thursday, July 21 (7:30-8 p.m. EDT), will include an interview with Senator Thruston B. Morton of Kentucky, chairman of the Republican National Committee; a feature by Edwin Newman on Chicago as a "Toddlin' Town," in the words of the popular song; and a roundtable discussion by correspondents Newman, Frank McGee, Bourgholtzer, Harkness and Vanocur.

Another "NBC Special Report -- Convention Preview," on Friday, July 22 (9-9:30 p.m. EDT), will offer news on the progress of the Republican Platform Committee in drawing up a convention platform, an interview with George Murphy, former movie star who is supervising the entertainment program of the convention, and a summary and interpretation of late convention developments.

NBC News correspondent Frank McGee will be anchorman for the "Convention Previews," which will be produced by Chet Hagan and directed by Robert Priaulx.

-----o-----

NBC-7/20/60

An earlier "NBC Special Report -- Convention Preview," to be broadcast Tuesday, July 23 (7:30-8 p.m. CDT), will include an interview with Senator Thurston B. Morton of Kentucky, chairman of the Republican National Committee; a report on Leslie Bowman in Chicago as a "Traditional Town," in the words of his popular song, and a reminiscence dramatization by correspondent Howard, Frank Blair, Sandbulldog, Harrison and Vaccaro.

Another "NBC Special Report -- Convention Preview," on Friday, July 22 (9-9:30 p.m. CDT), will offer news on the programs of the Democratic Platform Committee in drafting an a convention platform, an interview with George Meany, former Cycle chief who is supervising the entertainment programs of the convention, and a history and interpretation of late convention developments.

NBC News correspondent Frank Blair will be anchorman for the "Convention Preview," which will be produced by Chet Hagan and directed by Robert Fabian.

---

NBC-1/20/60

PR-14

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

July 20, 1960

MEMO TO EDITORS

In connection with Senator John F. Kennedy's reported challenge to debate Vice President Richard M. Nixon on television, the following background is pertinent:

On June 29, in urging the passage of enabling legislation, Robert W. Sarnoff, Chairman of the Board of NBC, notified Speaker Sam Rayburn that NBC hoped to present "The Great Debate," a special series of eight full hours of prime evening time devoted to joint discussion of the campaign issues by the major-party candidates for President and Vice President.

He pointed out that the series could be undertaken only if the House completed Congressional passage of a resolution suspending the Communications Act's "equal time" provision as it applies to the Presidential and Vice Presidential candidates in the 1960 campaign. This would relieve broadcasters who wish to present the major-party candidates of the penalty of giving equal time to a dozen or more minor and splinter-party nominees.

The resolution is still pending in the House. If it does not pass, NBC will proceed with its plan of presenting the candidates side by side in a series of weekly hour-long "Meet the Press" interviews in prime evening time, to begin eight weeks before Election Day. This project, announced last April 21 by Mr. Sarnoff, is still the only format feasible under existing law for presenting the Presidential

(more)

candidates together on the air without incurring the equal-time penalty. Last year's amendment of Section 315 of the Communications Act lifts that penalty from presentation of candidates on regularly scheduled news interview programs.

In describing plans for the eight-hour "Great Debate" series to Speaker Rayburn on June 29, Mr. Sarnoff said:

> "Four of those hours will be devoted to discussion between the candidates -- speaking on issues and according to ground rules to be determined in advance in consultation with the candidates themselves. Since the candidates' busy campaign schedules will undoubtedly place them in widely separated parts of the country during this period, we are prepared to employ the flexibility of broadcasting facilities to the utmost to present them together in the American living room at any time.
>
> "In the other four hours, it is our plan to invite the candidates to develop their positions on the issues on the basis of questions by a panel of outstanding American journalists in the format made famous by 'Meet the Press.' We believe that this technique will provide the public with a highly informative opportunity to obtain the views of the candidates in response to well-informed questioning.
>
> "These are our plans. It is also our pledged intention, however, to remain open to constructive suggestions by the candidates themselves as to how the facilities of our networks can be used effectively for the appearance of the candidates in sober, illuminating discussion of our nation's needs and problems in this crucial period of our history."

-----o------

NBC-New York, 7/20/60

[illegible] together on the air without literally [illegible] the operation. Last night's assassination of Senator Dirksen in the Commonwealth of Lilia that brought from President [illegible] to [illegible] concerted news interview programs.

In describing plans for the eight-hour "Great Debate" [illegible] Sonsky Agency on June 5th, Mr. Sarnoff said:

"One of these hours will be devoted to discussion between the candidates -- speaking on issues and responding to pointed questions. The "Journal of Lilia" will be devoted to general discussion with the candidates themselves. Since the presidential party [illegible] schedules will prevent the pilot from being in studio [illegible] of the country during this period, we are arranging to employ the flexibility of broadcasting facilities in our network to present them together in one program during some or any time.

"In the other four hours, it is our plan to invite the candidates to devote their questions on the issues of the day -- [illegible] by a panel of correspondents [illegible] here in the United States for NBC's [illegible] Star Lilia technology will provide the means with a highly [illegible] opportunity to convey the views of the candidates in response to well-informed questioning.

"These are our plans. It is also our [illegible] However, we remain open to constructive suggestions by the candidates themselves as to how the facilities of our network can be used most effectively for the exposure of the candidates to the voters. Lilia's [illegible] of our media [illegible] problems in this crucial period of our history."

---

NBC NEWS

NBC CONVENTION NEWS

July 20, 1960

TO ALL EDITORS:

The following information is supplied to facilitate reaching members of the NBC Press Department in Chicago during the Republican convention. If you should need stories, features or photos from the convention, please call on any of the persons listed. Or, if you are in Chicago for the convention, please drop in for a visit.

| FACILITY | LOCATION | PHONE NO. |
|---|---|---|
| NBC Press Department | NBC Convention Central<br>International Amphitheatre | Frontier 6-8132<br>Ext. 32, 33 |
| NBC Working Press HQ | Conrad Hilton<br>Room 500 | Wabash 2-1306<br>Ext. 15, 16 |

NBC PRESS DEPARTMENT PERSONNEL

(From Chicago)

| | | |
|---|---|---|
| Ellis Moore | Drake Hotel | Superior 7-2200 |
| Ethel Kirsner | " | " |
| Mort Hochstein | " | " |
| Sid Desfor (photo) | " | " |
| Chet Campbell | NBC, Chicago<br>Merchandise Mart | Superior 7-8300 |
| Fran Clark | " | " |
| Dan Anderson | " | " |

(more)

NEW YORK PRESS DEPARTMENT CONTACTS

| | PHONE NO. |
|---|---|
| Milt Brown | Circle 7-8300 |
| Chuck Henderson | " |
| Ernie Otto | " |
| Bud Rukeyser (Trade) | " |

-----o-----

NBC-7/20/60


July 20, 1960

REVISED SCHEDULE OF NBC NEWS COVERAGE OF REPUBLICAN CONVENTION ON NBC TELEVISION AND RADIO NETWORKS

Following are revised schedules for the NBC News coverage of the Republican national convention in Chicago on the NBC Television and Radio Networks, subject to last-minute changes caused by convention developments (all times EDT).

NBC-TV NETWORK SCHEDULE

Monday, July 25 -- 11 a.m. to 1 p.m. Organizational meeting and platform presentation.

Monday, July 25 -- 7:30 p.m. to conclusion. Keynote address by Representative Walter H. Judd of Minnesota, and other speeches.

Tuesday, July 26 -- 7:30 p.m. to conclusion. Reports by Credentials, Rules and Permanent Organization Committees; address by President Eisenhower.

Wednesday, July 27 -- 7:30 p.m. to conclusion. Adoption of platform; nominating speeches for President; balloting.

Thursday, July 28 -- 7:30 p.m. to conclusion. Nominating speeches for Vice President; balloting; acceptance speeches by Presidential and Vice Presidential nominees.

* * *

(more)

## NBC RADIO NETWORK SCHEDULE (INCLUDING WNBC)

Monday, July 25 -- 11:05 a.m. to conclusion. Organizational meeting and platform presentation.

Monday, July 25 -- 7:15 p.m. to conclusion. Keynote address by Representative Walter H. Judd of Minnesota and other speeches.

Tuesday, July 26 -- 7:15 p.m. to conclusion. Reports by Credentials, Rules and Permanent Organization Committees; address by President Eisenhower.

Wednesday, July 27 -- 7:15 p.m. to conclusion. Adoption of platform; nominating speeches for President; balloting.

Thursday, July 28 -- 7:15 p.m. to conclusion. Nominating speeches for Vice President; balloting; acceptance speeches by Presidential and Vice Presidential nominees.

-----o------

NBC-7/20/60

## San Juan Regional Conference (continued from)

Tuesday, July 25 -- 10:00 a.m. to conclusion. Conference visits meeting and plaster production.

Monday, July 27 -- 7:15 p.m. to conclusion. Reception hosted by Representatives Edwin B. Dada Jr. Mendoza and other speakers.

Tuesday, July 28 -- 7:15 p.m. to conclusion. Reception by Governorship, Hotel San Francisco Gastronomical Association, cohosted by Creative Artisans.

Wednesday, July 29 -- 7:15 p.m. to conclusion. Adoption of platform, concluding speeches, President reception.

Thursday, July 30 -- 7:15 p.m. to conclusion. Meeting and speeches for Vice President, Executive Committee by Presidential and Vice Presidential nominees.

---

Jan 1/24/70

NBC TRADE NEWS

July 21, 1960

WARNER-LAMBERT PURCHASES SPONSORSHIP IN 'RIVERBOAT'
ON NBC-TV NETWORK DURING 1960-61 SEASON

The Warner-Lambert Products Division of the Warner-Lambert Pharmaceutical Company has purchased sponsorship in "Riverboat" during the 1960-61 season on NBC-TV, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Riverboat," which stars Darren McGavin, will begin its second season on NBC-TV in the Fall and will continue to be telecast on Mondays, 7:30-8:30 p.m. (NYT).

Advertisers who have previously purchased sponsorship in "Riverboat" for next season include the Block Drug Company, Norwich Pharmacal Company, Gold Seal Company, and E. I. du Pont de Nemours & Company Inc.

The Warner-Lambert purchase was made through Ted Bates & Company Inc.

-----o------


EISENHOWER AND NIXON ARRIVALS IN CHICAGO ARE AMONG HIGHLIGHTS OF NBC-TV NETWORK COVERAGE OF REPUBLICAN NATIONAL CONVENTION

NBC CONVENTION CENTRAL, Chicago, July 21 -- NBC News' television coverage of the 1960 Republican national convention will include the arrivals of President Eisenhower and Vice President Nixon in Chicago and a special news program, "NBC Convention Special," William R. McAndrew, Vice President, NBC News, announced today.

NBC-TV will interrupt its coverage of the first convention session on Monday, July 25, to present live coverage of the arrival of Vice President Nixon by chartered flight at O'Hare Airport, his arrival by helicopter at Meigs Field a short time later and the motorcade taking him through downtown Chicago. The coverage will begin about 12:15 p.m. EDT.

On Tuesday, July 26, NBC will cover live the arrival of President Eisenhower at O'Hare Airport, his arrival at Meigs Field and the parade in his honor through downtown Chicago. The coverage will start about 12:15 p.m. EDT.

The "NBC Convention Special" is scheduled for Wednesday, July 27, from 4 to 5 p.m. EDT. It will feature a roundup of convention developments by NBC delegation reporters and a taped segment

(more)

on the Great Ladies luncheon at the Conrad Hilton Hotel at which Mrs. Mamie Eisenhower and Mrs. Pat Nixon will be introduced. This segment also will show some of the gowns of former first ladies which will be modeled at the luncheon.

A tea for Mrs. Nixon at the Evanston, Ill., home of Mrs. Charles G. Dawes on Tuesday afternoon and a breakfast for President Eisenhower at the Morrison Hotel on Wednesday morning also will be covered live by NBC-TV. The time and further details of this coverage will be announced soon.

The following is a revised schedule of convention coverage on the NBC-TV Network, including the special coverage listed above (all times EDT):

MONDAY, JULY 25

11 a.m. -- First convention session (and Vice President Nixon's arrival) to conclusion of session.

7:30 p.m. -- Second convention session to conclusion.

TUESDAY, JULY 26

About 12:15 p.m. -- Arrival of President Eisenhower and parade in his honor through downtown Chicago.

Afternoon (time to be announced) -- Tea for Mrs. Nixon.

7:30 p.m. -- Third convention session to conclusion.

WEDNESDAY, JULY 27

Morning -- Breakfast for President Eisenhower. (time to be announced).

4 to 5 p.m. -- "NBC Convention Special."

7:30 p.m. -- Fourth convention session including the balloting for the Presidential and Vice Presidential nominees.

THURSDAY, JULY 28

7:30 p.m. -- Fifth convention session to conclusion.

-----o------

NBC-7/21/60

NBC CONVENTION NEWS

# TRY, TRY AGAIN

NBC CONVENTION CENTRAL, Chicago, July 21 -- "If-at-first-you-don't" department:

The trials and tribulations of covering a political convention -- even before it starts -- were pointedly apparent Tuesday night (July 19) as editors worked to meet the deadline (6:45 p.m. EDT) for "The Texaco Huntley-Brinkley Report."

All day NBC television cameras were "hot" at the Republican Platform Committee meetings at Chicago's Sheraton-Blackstone Hotel. The major speeches were fed to the Merchandise Mart tape machines. In a last-minute editing of taped excerpts for David Brinkley's report from Chicago, the desired portions of Senator Barry Goldwater's address to the platform committee were erased.

What to do? How to balance the report of the platform committee?

Julian Goodman, director of news and public affairs, came up with the answer: "Find Goldwater and get him to repeat it for us."

(more)

But where was Goldwater? Out went several NBC reporters searching the hallways of the Conrad Hilton Hotel, headquarters for the Republican convention.

Newsman Ray Hasson spotted Goldwater first, explained the problem to him and escorted him to the NBC News studios on the fifth floor of the hotel.

A marked copy of Goldwater's original address was ready for him, and with the tape machines now in proper working order the excerpt was recorded for "The Texaco Huntley-Brinkley Report."

Goldwater looked at the marked copy of the speech and asked, "Is this all you want?"

It was. He read it. All was well -- with five minutes to go before air time.

("The Texaco Huntley-Brinkley Report" is presented on the NBC-TV Network Mondays through Fridays.)

-----o-----

NBC-7/21/60

JACK TRACY
ROOM 320

2-X-H

NBC CONVENTION NEWS

GAVEL-TO-GAVEL COVERAGE OF REPUBLICAN SESSIONS
AND 11 SPECIAL PROGRAMS LISTED BY NBC NEWS
IN COMPREHENSIVE TV CONVENTION SCHEDULE

NBC CONVENTION CENTRAL, Chicago, July 22 -- NBC News will report the Republican convention with gavel-to-gavel coverage of the convention sessions and 11 special telecasts on the NBC-TV Network, including interviews with Vice President Richard M. Nixon and Governor Nelson A. Rockefeller of New York, as well as the arrival of President Eisenhower in Chicago.

NBC will interrupt its coverage of the first convention session on Monday, July 25, to present a special live telecast showing the arrival of Vice President Nixon at O'Hare Airport outside Chicago, his arrival by helicopter at Meigs Field closer to the center of the city, and the motorcade taking him through downtown Chicago. The telecast will begin about 12:15 p.m. EDT.

NBC will present a special program on Tuesday, July 26, covering the arrival of President Eisenhower at O'Hare Airport, his helicopter landing at Meigs Field and the motorcade in his honor through downtown Chicago. The coverage on the NBC-TV Network is scheduled from 12 noon to 1:15 p.m. EDT.

An "NBC Convention Special" program will be televised Wednesday, July 27 (4-5 p.m. EDT). It will feature a summary of late

(more)

convention developments by NBC News correspondents covering the delegations and taped coverage of the "Great Ladies" luncheon at the Conradd Hilton Hotel, at which Mrs. Mamie Eisenhower and Mrs. Pat Nixon will be introduced and gowns of former first ladies will be modeled.

The network will present live telecasts covering a tea for Mrs. Nixon at the Evanston, Ill., home of Mrs. Charles G. Dawes, on Tuesday afternoon and a breakfast for President Eisenhower at the Morrison Hotel on Wednesday morning. The time and further details will be announced soon.

The NBC News coverage of the Republican gathering began Tuesday, July 19, with a full-hour special in which party leaders gave their views on the Republican platform.

Last night, Thursday, July 21 (7:30-8 p.m. EDT) the network scheduled "NBC Special Report -- Convention Preview": an interview with Senator Thruston B. Morton of Kentucky, chairman of the Republican National Committee, a feature by correspondent Edwin Newman on Chicago as a "toddlin' town" and a roundtable report and discussion by correspondents Newman, Frank McGee, Frank Bourgholtzer, Richard Harkness and Sander Vanocur.

For tonight, Friday, July 22 (9-9:30 p.m. EDT) NBC-TV has scheduled "NBC Special Report -- Convention Preview": a report on the progress of the Republican Platform Committee, an interview with George Murphy, former Hollywood star who is supervising the entertainment program for the convention, and a summary and interpretation of late convention developments.

Future telecasts follow:

Saturday, July 23 (9:30-10:30 p.m. EDT) -- "NBC Special Report -- Convention Preview": an interview with

(more)

Vice President Nixon on campaign issues by correspondents Frank Bourgholtzer and Herb Kaplow in a live telecast from the NBC studios in Washington; an interview with Governor Rockefeller by correspondent Sander Vanocur in a live pickup from the Rockefeller suite in the Sheraton Towers in Chicago; an interview with Charles Percy, chairman of the Republican Platform Committee, by correspondent Richard Harkness; a feature on the Conrad Hilton, headquarters hotel, by correspondent Edwin Newman, and a summary of late convention news.

Sunday, July 24 (6-7 p.m. EDT) -- "Meet the Press," a full-hour colorcast featuring separate interviews with Governor Rockefeller and Senator Barry Goldwater of Arizona by the following panel: Carleton Kent of the Chicago Sun-Times, Edwin Newman of NBC News, Richard Wilson of Cowles Publications, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

Monday, July 25 (11 a.m. EDT) -- First convention session to conclusion: organizational meeting.

Monday, July 25 (about 12:15 p.m. EDT) -- Arrival of Vice President Nixon and motorcade.

Monday, July 25 (7:30 p.m. EDT) -- Second convention session to conclusion: address by former President Herbert Hoover; address by Governor Cecil Underwood of West Virginia, temporary chairman; address by Representative Walter Judd of Minnesota, keynote speaker.

Tuesday, July 26 (12 noon to 1:15 p.m. EDT) -- Arrival of President Eisenhower and motorcade.

(more)

Tuesday, July 26 (afternoon, time to be announced) -- Tea for Mrs. Nixon.

Tuesday, July 26 (7:30 p.m. EDT) -- Third convention session to conclusion: committee reports; address by Representative Charles A. Halleck of Indiana, permanent chairman; tribute to President Eisenhower; address by President Eisenhower.

Wednesday, July 27 (morning, time to be announced) -- breakfast for President Eisenhower.

Wednesday, July 27 (4 to 5 p.m. EDT) -- "NBC Convention Special."

Wednesday, July 27 (7:30 p.m. EDT) -- Fourth convention session to conclusion: presentation of platform; nominations and balloting for President and Vice President.

Thursday, July 28 (7:30 p.m. EDT) -- Fifth convention session to conclusion: adoption of resolutions; acceptance speeches of Presidential and Vice Presidential nominees.

-----o-----

NBC-New York, 7/22/60

NBC NEWS
NBC CONVENTION NEWS

# KEY REPUBLICANS IN CHICAGO FOR CONVENTION ARE INTERVIEWED ON 'TODAY' SHOW

NBC CONVENTION CENTRAL, Chicago, July 22 -- Dave Garroway's "Today" show on NBC-TV originated a series of interviews this week with key Republicans in Chicago.

Reporter Martin Agronsky and special features editor Paul Cunningham talked to top party figures who arrived during the week in the convention city. The interviews originated in NBC's Chicago studios and were fed into the two-hour program which was being telecast in the "Today" studio in New York.

On Tuesday, July 19, Cunningham talked to Thruston B. Morton, chairman of the Republican National Committee. On Wednesday, July 20, former National Chairman Meade Alcorn, currently chairman of the Connecticut delegation, was "Today's" guest. Vice President Richard M. Nixon's pre-convention campaign manager, Len Hall, was interviewed by Agronsky on Thursday morning, July 21. On Friday, July 22, Agronsky interviewed Senator Hugh Scott of Pennsylvania.

On Monday, July 25, the entire two hour "Today" program (7 to 9 a.m. EDT) will originate live from the Normandy Lounge in the Conrad Hilton Hotel.

-----o-----

July 22, 1960

PREMIERE

'WRANGLER,' WESTERN SERIES STARRING JASON EVERS, TO HAVE PREMIERE TELECAST THURSDAY, AUG. 4

- - -

Susan Oliver Co-Stars in Opening Story, 'Episode at the Bar M'

"Wrangler," new Western series, will have its premiere telecast on the NBC-TV Network Thursday, Aug. 4 (9:30 p.m. EDT). The weekly half-hour program stars Jason Evers as Pitcairn, a wandering adventurer of the Old West.

The series -- in black and white only -- will take the time period of the vacationing "Ford Show" starring Tennessee Ernie Ford. "Wrangler" is sponsored by the Ford Division of the Ford Motor Company through the J. Walter Thompson Company agency. Paul Harrison is producer.

The opening story is "Episode at the Bar M" with Susan Oliver co-starring as a ranch owner. Her holdings are in jeopardy because of dishonest cattle dealers and Pitcairn helps uncover men on her own payroll who are in league with the thieves.

-----o-----

July 22, 1960

IT'S "THE GROUCHO SHOW"

The title of the Groucho Marx series in the 1960-61 season will be "The Groucho Show," not "The Groucho Marx Show" as previously reported. "The Groucho Show," formerly called "You Bet Your Life," will begin its 11th season on the NBC-TV Network in the Fall, continuing in the Thursday 10-10:30 p.m. NYT time period.

NATIONAL BROADCASTING COMPANY

**FROM BOB SARNOFF** July 25, 1960

To the TV-Radio Editor:

In the intermission between the Democratic and Republican conclaves, I've been trying to take stock of the national political convention as a television event. I think you'll agree that this is a reasonably restful project if, like me, you spent some 37 hours during the Democratic Convention before three monitors carrying the coverage of all the television networks -- a display in the finest tradition of the three-ringed circus.

After the generous attention that most of the press gave to the television proceedings in Los Angeles and particularly in view of the hosannas heaped on NBC for our coverage, I would hardly want to quibble with anything the critics have been saying. But I should point out that some reports went astray when they described the size of the television audience during the convention as disappointing. I suspect that this erroneous impression arose from scanning the rating figures for the individual networks. Although NBC's audience was almost as large as that of the other two networks combined, the only fair gauge of audience interest in the convention would be to count all those who watched it on any network. On that basis, the convention set a striking new record.

In the climactic half hour of balloting for the Democratic Presidential nomination Wednesday night, audience research showed more than 21,000,000 homes tuned to the convention during the average minute -- the largest number of homes per minute ever tuned to a single television event. During the television coverage of the Los Angeles convention as a whole, we estimate that nine out of ten of the nation's TV homes watched the proceedings at one time or another. That comes to some 90,000,000 people, or almost 50% more viewers than there were voters in 1956.

Some significant innovations did much to give this vast audience the most skilled and thoroughgoing coverage that broadcasters have ever lavished on a political convention or, for that matter, on any news event.

The major innovation where NBC News was concerned was not so much a new wrinkle as a return to old values. We tried this time to treat all our electronic gadgetry as a means to an end and to put the greatest emphasis on the solid journalistic virtues of getting the story accurately and swiftly, telling it lucidly and calmly and interpreting its meaning responsibly.

Happily, these old-fashioned objectives were perfectly suited to the talents and personalities of Chet Huntley and David Brinkley. But they were also served by the hundreds of NBC News personnel on the scene under the supervision of Bill McAndrew, our Vice President in charge of News, and Julian Goodman, our Director of News and Public Affairs. Thirty-five of our

reporters ranged all over the convention floor and the candidates' headquarters. We had men assigned to every delegation -- and covering them so closely that, for example, Jim Holton forecast the Pennsylvania caucus' poll of 64 delegates for Kennedy within a single vote.

Coming in by telephone, intercom, short-wave and plain legwork, these reports were fed out on NBC's own wire service, reaching 17 teletype machines at key points in our huge installation in the Sports Arena and elsewhere in Los Angeles, including our control room and the Huntley-Brinkley booth where the most significant developments could be reported immediately to the television homes of America.

We tried never to lose sight of the central story of the convention as it unfolded. That sometimes meant cutting away from the rostrum for a few minutes for a significant interview on the floor. Sometimes we had to shift fast in the opposite direction. We made it a point not to go to the floor for an interview merely for the sake of variety; each had to pass muster in advance for its news value or the light it could shed on the convention developments.

Our news wire also carried reports from NBC correspondents at home and abroad, enabling us to keep viewers and listeners posted regularly on at least three other major running stories of the week: the Congo crisis, the situation in Cuba and the shooting down of a U.S. reconnaissance plane by the Russians. And, of course, we cut directly to our cameras at the United Nations in New York for on-the-spot reports on intervention in the Congo.

We also benefitted from two technical innovations. One was a control room divided into segments that enabled Bill McAndrew and Producer Reuven Frank to delegate preliminary decisions on the handling of the images pouring in from a score of different NBC cameras. The other was television tape, which proved as flexible and useful a tool as we had hoped.

Thanks to tape, we were able to cover simultaneous events, record one and play it back minutes later. We also used it effectively to round up as a coherent package our interviews on the behind-the-scenes selection of Senator Lyndon Johnson as the Vice Presidential nominee. Still another application was to play back a taped interview with Senator Hubert Humphrey during a live interview with Senator Warren Magnuson and to get the latter's interpretation of the strategy implicit in Mr. Humphrey's remarks.

The use of tape was also invaluable in producing the convention additions of the "Today" show, which originated in Los Angeles during the Democratic convention and will be in Chicago this week. It enabled Dave Garroway and the "Today" staff to present a comprehensive visual digest of each day's developments early the next morning, along with live and specially taped features.

Even the political parties have introduced something new this year -- a visual technique of platform presentation designed to make effective use of the television medium. Judging from my visits to the floor of the Sports Arena, the pictorial segments of the Democratic platform not only gave home viewers something different to look at but commanded the attention of the delegates to a degree rarely achieved by those on the rostrum.

Otherwise, I must say in all candor that, in this second decade of nation-wide television, a political convention has the musty, archaic air of another era. It is difficult to understand why the party chieftains persist in the kind of ritual that displays to a national audience the ostentatious indifference of a hallful of delegations to their own speakers. As a broadcaster with a healthy respect for prime evening time on three national television networks, I also find it hard to fathom why the convention planners fritter away the peak viewing hours on drab preliminaries, sometimes putting off their most exciting and important business until only the hardiest viewers are still awake.

The television networks have poured all possible enterprise and imagination into vivid, meaningful coverage. If there are dull stretches, such as a contrived floor demonstration or an oratorical spree by a relatively obscure politician basking momentarily in the national limelight, the fault must lie with the conventions themselves. Unfortunately, in this third pair of conventions to be held under the scrutiny of television, the politicians have barely made the first step toward using the medium effectively. They may recognize that a convention is attended not merely by the 1,500 delegates on the floor and the 10,000 spectators in the galleries but also by scores of millions of voters who are there through television. Yet the parties have done precious little about it.

Some observers have suggested that the political convention as now conducted is obsolescent not only in its atmosphere and trappings but in its traditional function as the battleground on which the party makes its decisions on men and issues. As the perceptive editor of the Wall Street Journal recently noted, modern communications and jet planes have made it possible for the party to carry out some of the main functions of a convention before the first gavel is pounded. The decisions once thrashed out on convention floors or smoke-filled hotel rooms tend now to be reached months and weeks in advance by highly mobile politicians. As this grows increasingly true, it will make increasing sense for the parties to streamline their quadrennial ceremonials and, in the process, gain in impact on the nation's voters.

But that, of course, is a matter for the parties, not for us broadcasters, to undertake. Fortunately, the conventions still offer plenty of color and excitement as well as the potential of unexpected twists and turns; and they still draw a huge audience. As long as they last, we'll be there with cameras, microphones and an alert news team. I hope you'll join us at the Republican Convention in Chicago this week.

Sincerely,

Bob Sarnoff

Bob Sarnoff

NBC CONVENTION NEWS

NBC NEWS PLACES 32 CAMERA CREWS AT VANTAGE POINTS THROUGHOUT CHICAGO AREA TO COVER EVERY PHASE OF REPUBLICAN CONVENTION

NBC CONVENTION CENTRAL, Chicago, July 25 -- NBC News has deployed 32 camera crews around an area stretching 20 miles across Chicago and its environs to cover the quickening activity of the Republican national convention.

NBC's 32 cameras are strategically placed through an area reaching from the northern suburb of Evanston southward to Chicago's International Amphitheatre, where the first convention session began today (July 25). Cameras were set up at O'Hare Airport west of the city to cover Vice President Nixon's landing, and at Meigs Field near downtown Chicago. Other cameras have been positioned in the rooms and on the lawns of the 19th Century home of the late Charles Gates Dawes in Evanston, where a tea and reception will be held Tuesday, July 26, in honor of Mrs. Pat Nixon.

The main effort of NBC's 350-man news and technical staff will focus on the Republican headquarters in the Conrad Hilton Hotel and on the Amphitheatre, where the network has set up its control center and electronic editing system.

NBC News has already telecast nine special programs, totaling five hours and 50 minutes on the NBC-TV Network, to cover pre-convention developments, including news-making interviews with

(more)

Vice President Nixon, Governor Nelson A. Rockefeller of New York and Senator Barry Goldwater of Arizona. All three Presidential contenders appeared on a full-hour "Convention Preview" Saturday, July 23, and were interviewed by NBC News correspondents on the significance of the Friday night meeting between Nixon and Rockefeller. The Vice President and the Governor denied that any deals had been made, while Senator Goldwater declared that if the "Rockefeller platform" were adopted he would have to say "that this particular portion of the Republican convention would be rigged."

Senator Barry Goldwater and Governor Rockefeller appeared Sunday, July 24, on a special full-hour colorcast of NBC's "Meet the Press." They were interviewed separately by a news panel headed by producer Lawrence E. Spivak.

The coverage of the Republican convention began with a half-hour telecast of a Rockefeller press conference Monday, July 18. It included a full-hour "Convention Preview" Tuesday, July 19, and half-hour previews on Thursday, July 21, and Friday, July 22. The coverage also included a 15-minute television report Saturday, July 23, covering the Nixon-Rockefeller meeting, and a one-hour and five-minute telecast later in the day with live coverage of the Rockefeller press conference in the Conrad Hilton Hotel.

As the convention opened today, NBC News cameras also were set up in the United Nations in New York to cover developments at the UN Security Council meeting.

Following is the schedule of NBC News coverage of the Republican convention:

MONDAY, JULY 25

10:30 a.m. EDT to conclusion -- First convention session: organizational meeting.

(more)

MONDAY, JULY 25 (CONT'D)

About 12:15 p.m. EDT -- Arrival of Vice President Nixon at O'Hare Airport and by helicopter at Meigs Field; motorcade through downtown Chicago. Remote pickups will be inserted in the coverage of the sessions.

7:30 p.m. EDT to conclusion -- Second convention session; address by former President Herbert Hoover; address by Governor Cecil Underwood of West Virginia, temporary chairman; address by Rep. Walter Judd of Minnesota, keynote speaker.

TUESDAY, JULY 26

About 12:15 p.m. EDT -- Arrival of President Eisenhower at O'Hare Airport, helicopter landing at Meigs Field, and motorcade through downtown Chicago.

4:30-5 p.m. EDT -- Reception for Mrs. Nixon in the General Charles Gates Dawes home in Evanston, Ill., covered by NBC's Dave Garroway, Edwin Newman, Bill Henry and Lee Hall.

7:30 p.m. EDT to conclusion -- Third convention session: committee reports; address by Rep. Charles A. Halleck of Indiana, permanent chairman; tribute to President Eisenhower; address by President Eisenhower.

WEDNESDAY, JULY 27

10-10:30 a.m. EDT -- Breakfast for President Eisenhower in the Constitution Room of the Morrison Hotel.

4-5 p.m. EDT -- "NBC Convention Special."

7:30 p.m. EDT to conclusion -- Fourth convention session: presentation of platform; nominations and balloting for President and Vice President.

THURSDAY, JULY 28

7:30 p.m. EDT to conclusion -- Fifth convention session: adoption of resolutions; acceptance speeches of Presidential and Vice Presidential nominees.

-----o-----

NBC-New York, 7/25/60

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of July 31 - Aug. 6 (All Times EDT)

Sunday, July 31

8-9 p.m. -- "Music on Ice" - Johnny Desmond is host. Tonight, "Upbeat, U. S. A.," starring June Valli, skaters Shirley Linde and Willi Kall, and Steve Gibson and his Redcaps with singer Joan Proctor.

9-10 p.m. -- "The Chevy Mystery Show" starring Walter Slezak as host.

Monday through Friday, Aug. 1 - 5

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

Monday, Aug. 1

10-11 p.m. -- "Hollywood Sings," a musical revue starring Tammy Grimes and special guest Eddie Albert. Boris Karloff is host. (Repeat)

Tuesday, Aug. 2

9:30-10 p.m. -- "The Arthur Murray Party" - with guests Betty Comden, Adolph Green, Ann Sheridan and Pat Carroll. (Repeat)

Wednesday, Aug. 3

8:30-9 p.m. -- "The Price Is Right" - with emcee Bill Cullen.

Friday, Aug. 5

9:30-10 p.m. -- "Masquerade Party" - Bert Parks is emcee.

(more)

2 - NBC-TV NETWORK COLORCAST SCHEDULE

Saturday, Aug. 6

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight, "The Stranger," with guest star Lloyd Nolan.

* * *

CORRECTIONS AND ADDITIONS FOR AUGUST COLORCAST SCHEDULE

Monday, Aug. 22 -- "What Makes Sammy Run?" - part two will be colorcast from 10-11 p.m. EDT (NOT 8-9 p.m. as incorrectly listed in August schedule.)

Saturday, Aug. 27 -- Add: "Major League Baseball" game between the Chicago White Sox and the Boston Red Sox starting at 1:55 p.m. EDT.

-----o-----

NBC-New York, 7/25/60

JACK TRACY
ROOM 320

2-X-H

NBC COLOR TELEVISION NEWS

July 26, 1960

# "SHANGRI-LA" TO BE COLORCAST

## 90-Minute Production of New Play-with-Music, Based on Hilton's "Lost Horizon," to Start 10th Year of "Hallmark Hall of Fame" on NBC-TV Network

The "Hallmark Hall of Fame" will begin its tenth consecutive year on the NBC-TV Network Monday, Oct. 24 with a 90-minute color production of "Shangri-La," a new play-with-music based on James Hilton's novel, "Lost Horizon," producer-director George Schaefer announced today.

"Shangri-La" will be colorcast live from 9:30-11 p.m. EDT. It is the work of Jerome Lawrence and Robert E. Lee, with music by Harry Warren. Lawrence and Lee have two hit Broadway plays to their credit -- "Auntie Mame" and "Inherit the Wind." Warren, whose lyricists are Lawrence and Lee, has written dozens of popular songs.

"Shangri-La" is the story of a British diplomat who is kidnaped and taken to the Valley of Shangri-La, high in the Himalayas, where he is tempted with an

(more)

offer to conduct the government. The crux of the play is the diplomat's dilemma -- whether to remain in Shangri-La, where the inhabitants seem ageless and where he has found love, or to return to his unfinished duties in his homeland.

The cast of "Shangri-La" will be announced. It is the first of six "Hall of Fame" productions scheduled for the 1960-61 season. The second show, as previously announced, will be a two-hour color film of Shakespeare's "Macbeth" starring Maurice Evans and Judith Anderson, in November.

-----o-----

NBC-New York, 7/26/60

July 26, 1960

COLGATE-PALMOLIVE PURCHASES SPONSORSHIP
IN 'DAN RAVEN' AND 'OUTLAWS'

The Colgate-Palmolive Company has purchased sponsorship in two new programs which will begin on the NBC-TV Network in the Fall -- "Dan Raven" and "Outlaws," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Dan Raven," the new full-hour mystery series starring Skip Homeier, will be telecast on Fridays (7:30 to 8:30 p.m. NYT).

"Outlaws," which will be telecast on Thursdays (7:30-8:30 p.m. NYT), is a new full-hour Western adventure series centering around famous outlaws of the Oklahoma Territory in the 1890s. It will star Barton MacLane as U. S. Marshal Frank Caine, with newcomers Don Collier and Jock Gaynor as his deputies.

The "Dan Raven" purchase was made through Ted Bates & Company Inc. The "Outlaws" purchase was made through D'Arcy Advertising Company.

-----o------

# FRANK TELFORD IS APPOINTED DIRECTOR, PROGRAM DEVELOPMENT, WEST COAST, FOR NBC TELEVISION NETWORK

Appointment of Frank Telford as Director, Program Development, West Coast, for the NBC Television Network, was announced today by David Levy, Vice President, Programs and Talent. He will report to Felix Jackson, Vice President, NBC Television Network Programming, West Coast.

Mr. Telford, who joined NBC in May, 1959, as an executive in Program Development, was responsible for developing and producing two pilots -- "Outlaws," which will begin on NBC-TV in the Fall as a full-hour Western adventure series to be telecast Thursdays, 7:30-8:30 p.m., and "The Canfield Brothers," formerly titled "The Blue and the Gray." The latter is being developed as a future series on NBC-TV.

Mr. Telford is currently serving as executive producer of "Outlaws," which is in production on the West Coast, and is investigating several new properties for NBC.

As producer and frequently also as director, Mr. Telford has been associated with as many as 15 television programs over a period of years. Among these have been "Kraft Television Playhouse," for which he won a Christopher Award as "best director" in 1957-58; "Robert Montgomery Presents"; "We, the People"; "Pulitzer Prize Playhouse" and "Playhouse of Stars". He has also created and written several programs for television.

He is a graduate of Wayne State University in Detroit, where he also received a master of arts degree, and was a correspondent on special assignment for the War Department for a time during World War II. He is married and lives in West Hollywood, Calif.

-----o-----

NBC-New York, 7/26/60

NBC NEWS

NBC CONVENTION NEWS

NBC NEWS COVERS MAJOR ACTION AND ISSUES OF GOP CONVENTION'S OPENING SESSIONS WITH 9 HOURS AND 45 MINUTES PROGRAMMING ON TELEVISION, AND 7 HOURS AND 10 MINUTES ON RADIO

NBC CONVENTION CENTRAL, Chicago, July 26 -- NBC news followed the main action and main issues in four hours and 45 minutes of programming last night (July 25) on the NBC-TV Network to cover the second session of the Republican national convention.

The foremost issue, as the Emmy Award-winning NBC News team of Chet Huntley and David Brinkley saw it, was the running debate among Republican leaders over a civil rights plank for the convention platform. In reporting this story, NBC was first among the networks to show the group of several thousand civil rights demonstrators outside the convention hall and first to interview their leader, the Rev. Martin Luther King.

NBC's interviews, including those with Governor Nelson A. Rockefeller of New York and Senator Barry Goldwater of Arizona, sought out the views of party leaders on the civil rights plank. In all, NBC presented more than a dozen interviews during the session.

The main action of the evening was the convention session itself, including the addresses of former President Herbert Hoover, Senator Goldwater, and keynote speaker Representative Walter H. Judd of Minnesota -- all of which were fully covered by NBC.

(more)

NBC was first to show Governor Rockefeller entering the hall and first to get a picture of former President Hoover. The network switched to the United Nations for an interview with U. S. Ambassador Henry Cabot Lodge, who disclosed that he hoped to attend the convention Wednesday, July 27.

The evening telecast brought NBC's TV convention coverage to a total of nine hours and 45 minutes for the day. In addition, the NBC Radio Network presented seven hours and 10 minutes of convention programming.

Earlier in the day, the NBC-TV coverage included the opening of the first convention session, the arrival of Vice President Nixon in Chicago and remote pickups from the United Nations covering the U. S.-Soviet debate over the RB-47 plane incident.

The NBC-TV coverage, ending at 12:45 a.m. EDT, concluded with an analysis of public opinion on the civil rights issue by Samuel Lubell, a feature by Edwin Newman looking at the "Republican Image," and a summary and interpretation by correspondents Sander Vanocur and Richard Harkness.

* * *

## THE MORNING SESSION

NBC News covered the story of the first session of the Republican convention from beginning to end yesterday (July 25) in five hours of special NBC-TV network programming, including two remote telecasts from the United Nations in New York.

The NBC coverage began at 10:30 a.m. EDT with a summary of convention and world developments by Huntley and Brinkley in their broadcast booth high over the rostrum in the International

(more)

Amphitheatre. The network then switched to the UN for a live telecast of the address of U. S. Ambassador Henry Cabot Lodge, in which he accused the Soviet Union of piracy in shooting down an American RB-47 reconnaissance plane.

Returning to the convention hall, NBC news showed the opening ceremonies of the first session. NBC correspondents interspersed this coverage with a series of 10 interviews with key convention figures, including those involved in writing the convention platform.

The NBC Radio Network broadcast the first interview with Vice President Nixon and Mrs. Nixon on their arrival at Meigs Field in Chicago. Correspondent Sam Saran made his way through the crowd with a microphone to get the exclusive interview.

On the NBC-TV Network, newsmen followed the Vice President from the touchdown of his plane at O'Hare airport outside the city through his press conference at the Conrad Hilton Hotel in downtown Chicago. When the Vice President arrived at Meigs Field on the shore-front of Lake Michigan, NBC-TV, alone among the networks, caught his full remarks as he stepped down from the helicopter and headed for the car that took him to the Sheraton-Blackstone Hotel.

As he entered, and again when he left the hotel, NBC correspondents and cameras caught the Vice President twice for quick questions. In one of these brief interviews he told NBC's Frank Bourgholtzer that "Chicago today is like South America, but the crowds are much friendlier."

The NBC-TV coverage included a second report from the UN with a tape of the Soviet Union's reply to U. S. charges, and a report by political analyst Samuel Lubell, who presented his findings that voters seek a stronger foreign policy and a "bigger stick in the way of defense."

* * *

(more)

## AT THE UNITED NATIONS

NBC News switched to the United Nations in New York twice during its television coverage of the first session of the Republican national convention in Chicago yesterday (July 25).

The first report from the UN was inserted into the convention coverage on the NBC-TV Network at 10:39 a.m. EDT and ran for 29 minutes. It included the entire address of U. S. Ambassador Henry Cabot Lodge, in which he proposed that the debate over the RB-47 plane incident be submitted to an international commission. It also included a summary of UN developments by NBC News Correspondent Pauline Frederick.

NBC was the only network to switch to the UN a second time during its coverage of the first convention session and the arrival of Vice President Nixon in Chicago. The second UN pickup, a two-minute segment, began at 2:20 p.m. EDT. It included a report by Pauline Frederick and a tape of the Soviet reply rejecting the U. S. proposal.

-----o-----

NBC-New York, 7/26/60

## AT THE UNITED NATIONS

NBC News switched to the United Nations in New York during the television coverage of the first session of the Nuclear Disarmament conversation in Geneva yesterday (July 27).

The Tass report from the UN was delivered from the rostrum overhead on the USSR-TV network as usual (i.e. MT and the 30 series. It included the minute response of U. S. representative Jack Lodge, in which he proposed that the talks over the USSR-TV phone be published in an International newspaper. It also included summary of the revelations by NBC News Diplomatic Editor Bernstein.

NBC was the only network to switch to the UN - having also from the coverage of the first conversation session that we assigned a full reporter Adler to Geneva. The second of yesterday, a two-minute response, began at 9:30 p.m. EDT. It included a report by Nikita Khrushchev and a tape of the Soviet press conference the U. S. proposal.

---

JACK TRACY
ROOM 320

2-X-H


# THE THIRD SESSION AT CHICAGO

## Briefing of Viewers on Convention Issues, Switch to United Nations For Security Council Results, Eisenhower Arrival and Address Highlight NBC News' Coverage of Third GOP Session

NBC CONVENTION CENTRAL, Chicago, July 27 -- NBC News began its coverage of the third session of the Republican convention Tuesday night, July 26, with a full-hour background report briefing viewers on main issues of the convention and on the United Nations debate over the RB-47 plane incident.

Sander Vanocur and other NBC News correspondents presented the background report on the convention, which concentrated on the civil rights issue and included taped interviews with two Southern members of the platform committee and taped segments of the press conference in which Governor Nelson A. Rockefeller of New York announced his delegation's support for Vice President Nixon.

Chet Huntley and David Brinkley, NBC News' Emmy Award-winning team, summarized foreign developments as they related to the convention. NBC then switched to the United Nations for the first and longest (13 minutes) telecast by any network of the speech by U. S. Ambassador Henry Cabot Lodge accusing the Soviet Union of air and sea spying against the United States.

(more)

Later in the evening, NBC reported on the results of the Security Council votes and switched again to the UN, this time for an interview with Ambassador Lodge by NBC News' UN correspondent Pauline Frederick and Senior European Correspondent Joseph C. Harsch.

Background segments also included Frank Bourgholtzer's interview with Charles Percy, chairman of the platform committee, and a filmed report from Moscow, in which Correspondent John Chancellor examined Soviet attitudes toward the two principal American Presidential candidates -- Senator John F. Kennedy and Vice President Nixon.

A human interest highlight of the evening was the taped feature in which Vice President Nixon chatted with a shoe-shine boy who was polishing his shoes. David Brinkley commented when the feature was over, "The Vice President of the United States -- with the shiniest left shoe in Chicago."

The NBC coverage began at 7:30 p.m. EDT and ran for four hours and 40 minutes covering the major business of the session, including the addresses of President Eisenhower, Representative Charles A. Halleck of Indiana and Senator Everett Dirksen of Illinois. The coverage also included key interviews by floor reporters Martin Agronsky, Herb Kaplow, Frank McGee and Merrill Mueller. Interpretation of the session's events by Correspondents Huntley, Brinkley, Richard Harkness, Bill Henry and Edwin Newman concluded the evening coverage. Newman presented a feature on the telegrams received by NBC News including one that read "Huntley for President and Brinkley for Vice President," and another that began "Ed Newman, Go Home."

The evening coverage brought the day's total convention programming on NBC-TV to seven hours and 10 minutes. Earlier in the

(more)

day NBC News had presented a four-minute convention summary, a 90-minute report on the arrival of President Eisenhower, a 25-minute telecast of Governor Rockefeller's press conference and a 30-minute feature on a tea in honor of Mrs. Pat Nixon. The last two events were covered only by NBC-TV.

* * *

## GOVERNORS AND CABINET MEMBERS INTERVIEWED ON 'TODAY'

Three Governors highlighted the interviews on NBC-TV's "Today" show with Dave Garroway Tuesday morning, July 26. Garroway interviewed Governor Rockefeller during the second hour of the program. Later, at the "Today" coffee table, Garroway and Jack Lescoulie talked to Governors Stratton of Illinois and Del Sesto of Rhode Island. "Today" also featured some exclusive film of Senator Thruston Morton rehearsing his speech before an empty convention hall hours before he delivered it to the opening session.

On Wednesday morning, July 27, "Today" had as its guests four of President Eisenhower's cabinet members. Garroway interviewed Secretary of the Interior Fred Seaton, Secretary of Health, Education and Welfare Arthur Fleming, Secretary of Commerce Fredrick (Fritz) Mueller and Postmaster General Arthur Summerfield.

Other features of Wednesday's program were a preview of the "Great Ladies" fashion show with six prominent Republican women modeling historical inauguration gowns. Gov. Cecil H. Underwood of West Virginia, National Committeewoman Mrs. C. Wayland Brooks, Wendell Corey, Arlene Dahl and Jackie Coogan also were guests on the morning (7-9 a.m. EDT) program.

* * *

(more)

## NBC RADIO COVERAGE

The NBC Radio Network carried six hours and 15 minutes of convention programming, which included President Eisenhower's arrival at O'Hare Airport, his arrival by helicopter at Meigs Field and the parade in his honor, a news conference called by Governor Rockefeller and the third convention session at the Chicago International Amphitheatre. During the convention proceedings, NBC Radio switched twice to the United Nations -- first to present a speech by U. S. Ambassador Lodge and later for an interview with Lodge by NBC News Correspondents Pauline Frederick and Joseph C. Harsch.

-----o-----

NBC-7/27/60

NBC NEWS

NBC CONVENTION NEWS

CONNECTED BACKGROUND NARRATIVE

- - -

NBC News Introduces New Technique in TV Coverage

To Inform Viewers Fully on Convention Issues

NBC CONVENTION CENTRAL, Chicago, July 27 -- NBC News last night, July 26, introduced a new technique in television news coverage of the Republican convention -- the connected background narrative, bringing viewers up to date on the unsettled questions or important issues of the convention.

Chet Huntley and David Brinkley launched NBC's presentation of a chronological report on the vital civil rights issue, which included commentary by other correspondents and highlights of taped interviews and other segments dealing with civil rights. NBC will follow this report with connected background narratives on the defense plank in the Republican platform, the labor plank and other subjects of paramount importance.

The intent is to review every significant event that has happened at this convention, so that viewers who have not been watching throughout can become informed about the background and current state of each issue still to be resolved.

-----o-----

NBC CONVENTION NEWS

# A TEA PARTY--BUT WHO HAD THE TEA?

NBC CONVENTION CENTRAL, Chicago, July 27 -- Dave Garroway went to a political tea party yesterday (July 26) but could find no one among the 3,000 women guests who had had a cup of tea.

Mrs. Pat Nixon, guest of honor at the reception in the General Charles Gates Dawes Home in Evanston, Ill., said in answer to Garroway's question:

"No, I haven't had any tea. What's more, I haven't had any breakfast or lunch."

The gathering of Republican women was televised by NBC News in a special half-hour program (4:30-5 p.m. EDT). It was covered by Dave Garroway of the "Today" program and NBC News correspondents Bill Henry and Lee Hall. It was held in the 19th Century, Gothic-style home of the late General Dawes, who was Vice President under Calvin Coolidge. The rooms and lawns of the house were crowded with Republican women of the 13th Congressional district and their guests. Besides Mrs. Nixon, Garroway and Henry interviewed Mrs. Nelson A. Rockefeller, wife of New York's governor, and Mrs. Mark O. Hatfield, wife of Oregon's governor.

Mrs. Nixon said that President Eisenhower and Mrs. Eisenhower "looked wonderful" during their welcome in Chicago earlier in the day. To Bill Henry, she said, "We're awfully glad that you could crash the party."

-----o-----

## CAST AND CREDITS FOR 'WRANGLER,' NEW ADVENTURE SERIES ON NBC-TV

| | |
|---|---|
| PROGRAM TITLE: | "Wrangler" |
| PREMIERE DATE: | Thursday, Aug. 4 (continuing weekly) |
| TIME: | NBC-TV Network, Thursdays (9:30 p.m. EDT, in black and white only. |
| STARRING: | Jason Evers |
| PRODUCER: | Paul Harrison |
| WRITER: | Gene Roddenberry |
| EXECUTIVE PRODUCER: | Charles Irving |
| DIRECTOR: | David Lowell Rich |
| STORY EDITOR: | Lawrence Menkin |
| MUSIC SUPERVISOR: | Gordon Zahler |
| FORMAT: | "Wrangler" is the story of the adventures of Pitcairn (Evers), a wanderer in the old West. |
| TITLE BACKGROUNDS: | From the original oil paintings of Fried Pal |
| THEME MUSIC: | By Walter Greene |
| VIDEO TAPED BY: | Paramount Television Productions |
| PRODUCTION: | A Hollis Production |
| SPONSORED BY: | The Ford Division of The Ford Motor Company |
| AGENCY: | J. Walter Thompson Company |
| ORIGINATION: | Paramount Television Production, Hollywood |
| NBC PRESS REPRESENTATIVES: | Jane Westover (Hollywood), Leonard Meyers (New York) |

-----o-----

NBC-New York, 7/27/60

| | |
|---|---|
| WORKING TITLE: | "Wanderer" |
| WORKING DATE: | Saturday, Aug. 9 (continuing weekly) |
| TIME: | NBC-TV Network Timeslot (8:30 pm. EST, in black and white only). |
| INVOLVED: | Adam Arena |
| ROOKIES: | Paul Hartman |
| ACTORS: | Gene Rodenberry |
| SUPPORTIVE PRODUCER: | Charles Irving |
| DIRECTOR: | David Lowell Rich |
| STORY EDITOR: | Lawrence Hanlon |
| ASSIST SUPERVISOR: | Gordon Zahler |
| OPENS: | "Wanderer" is the story of the adventures of Nikanion (Kneer), a wrangler in the old West. |
| TITLE BACKGROUNDS: | From the original oil paintings of Fred Hal |
| MUSIC MUSIC: | By walter Greene |
| TUNE (LYRIC ON): | Instrumental Television Productions |
| PRODUCTION: | A Malin Production |
| PRODUCED BY: | Jim Ford Division of The Ford Motor Company |
| DIRECT: | A. Walter Thompson Company |
| ANIMATION: | Paramount Television Productions. Hollywood |
| SE PRESS INFORMATION FIRST: | Jane Westerkr (Hollywood), Lorraine Magazine (New York) |

---

NBC-New York, 7/27/60

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.



VICE PRESIDENT NIXON AND SENATOR KENNEDY ARE INVITED BY ROBERT W. SARNOFF TO JOIN IN 'THE GREAT DEBATE,' A SPECIAL SERIES ON NBC-TV AND RADIO NETWORKS

NBC CONVENTION CENTRAL, Chicago, July 28 -- The nomination of Richard M. Nixon as Republican candidate for President last night (July 27) signaled the dispatch of identical telegrams inviting him and Democratic candidate John F. Kennedy to join in "The Great Debate," a special series on the NBC Television and Radio Networks.

In the telegrams, Robert W. Sarnoff, Chairman of the Board of NBC, said that the series was being planned in the expectation that "enabling legislation, already adopted by the Senate, will be passed by the House during the August session." The legislation suspends a provision that would compel broadcasters to give equal time to a dozen or more minor and splinter party candidates.

The text of Mr. Sarnoff's message follows:

Hon. Richard M. Nixon
Sheraton Blackstone
Chicago

Hon. John F. Kennedy
Hyannis Port, Mass.

Now that the conventions of the two major parties have chosen their Presidential candidates,



(more)

it is a pleasure to invite you and Senator Kennedy (Vice President Nixon) to join in "The Great Debate," a special series of eight full hours of prime evening time on the NBC Television and Radio Networks.

NBC has already made known its desire to present the major candidates in such a series based on the expectation that enabling legislation, already adopted by the Senate, will be passed by the House during the August session.

This series will be dedicated to a dignified, genuinely informative airing of the candidates' positions on the issues confronting our country. In this respect it will conform fully to the hopes you expressed in the support you have already given to the idea of engaging in television debate.

As now envisaged, "The Great Debate" would devote four hour-long programs to joint discussion of the issues according to ground rules to be drawn up in consultation with the candidates. The other four hours would be designed to elicit the views of the candidates in response to well-informed, impartial questioning by a panel of outstanding American journalists. We believe that a series along these lines would most effectively

(more)

It is a pleasure to invite you and Senator Kennedy (Glen Swanson Jones) to join in "The Green Lantern," a special series of short full hour or prime evening time on the net networks are being delivered.

Not has already been given by reading in person the major contributors to civil rights group in the respective that evening legislation, hi-tech advance in the Senate, will be heard by the House during the second session.

This series will be sponsored by a distinct, genuinely informative alike. If the legislative conditions in the Senate continuing are country. In this regard it has seemed only the best of the expressed in the message, yet also always given of the kind of meeting is necessary common.

It has occurred, "The Green Lantern" would invole Fair Housing program in order succession if the House accepted to express more in terms in in consultation with the committee. The other two hours could be devoted to clarify the views of the candidates in response to multi-network, individual questioning by a panel of interesting journalists. We believe that a series along these lines would more effectively

fulfill the goal of informing the public on the issues and the positions of the candidates, but we would be pleased to consider any other ideas you and Senator Kennedy (Vice President Nixon) may wish to offer for attaining this objective.

Representatives of NBC will be in touch with your press secretary soon to begin discussion of arrangements for this unprecedented broadcasting venture. If I can be of any personal service in connection with this project, I hope you will not hesitate to call upon me.

Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company

-----o-----

NBC-7/28/60

NBC CONVENTION NEWS

July 28, 1960

CHARLES H. PERCY TO 'MEET THE PRESS'

Charles H. Percy, chairman of the Republican Platform Committee, will be the guest on "Meet the Press" Sunday, July 31 (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT. WNBC time, 6:35 p.m. EDT). The program will be taped in Chicago on Friday, July 29.

The names of newspaper interviewers who will join Lawrence E. Spivak, producer and permanent panelist of "Meet the Press" -- a Public Affairs presentation of NBC News -- will be announced shortly.

NBC CONVENTION NEWS

EXCLUSIVE TELECASTS OF NIXON-ROCKEFELLER MEETING, EISENHOWER'S BREAKFAST TALK AND DEPARTURE FOR DENVER, FEATURE NBC NEWS COVERAGE OF FOURTH GOP SESSION

NBC CONVENTION CENTRAL, Chicago, July 28 -- NBC News covered all the political developments of the Republican convention yesterday (July 27) -- from President Eisenhower's breakfast with party leaders to the nomination of Vice President Nixon as Republican standard bearer in the 1960 election.

NBC's exclusive live coverage included the first meeting of Nixon and Governor Nelson A. Rockefeller at the convention and the departure of President Eisenhower for Denver, as well as the breakfast at which the President expressed his political philosophy.

NBC-TV was the only network to present a live telecast (10-11 a.m. EDT) of the President's breakfast talk, in which he spoke in a relaxed and often humorous way of his belief in "middle of the road" government and his intention to continue to have a voice in party affairs.

In the same special program, NBC cameras showed the first meeting of Nixon and Rockefeller, who revealed their new alliance in interviews with NBC News correspondents Tom Pettit and Sander Vanocur at the Sheraton-Towers Hotel. Rockefeller showed a Nixon button he wore on his lapel.

(more)

NBC-TV again was alone among the networks in its live coverage of President Eisenhower leaving his hotel and flying by helicopter to O'Hare Airport for his jet flight to Denver. The coverage was part of a special program that also included the only live network pickup of an impromptu press conference by James C. Hagerty and Herbert Klein, press secretaries, respectively, for Eisenhower and Nixon.

The two special full-hour telecasts were part of NBC's continuing interpretive story of the events and meaning of the convention. The story was resumed at 7:30 p.m. EDT when NBC-TV began its coverage of the convention's fourth session.

The evening coverage started with a background report by Chet Huntley, David Brinkley and other NBC News correspondents. Sander Vanocur conducted a segment examining the importance of New York State in the election and including parts of the Nixon-Rockefeller tape, a report by Arthur Barriault from Senator John Kennedy's vacation home in Hyannis Port, Mass., and an interview by Frank Bourgholtzer with Nixon's campaign manager, Leonard Hall.

NBC News then covered the major business of the session -- the platform speech by Charles H. Percy and the film prepared and produced by the Republican National Committee, the address by former Governor Thomas E. Dewey of New York, the nominating speeches, and the balloting which gave the Presidential nomination to Nixon.

An NBC camera in the Nixon suite at the Blackstone-Sheraton Hotel showed the Vice President and Mrs. Nixon watching the proceedings on a television set. With complete impartiality, Nixon switched channels to watch each of the networks -- though on NBC he could see his two daughters and his mother, who were being interviewed in the convention hall by NBC's Herb Kaplow.

(more)

NBC NEWS

NBC CONVENTION NEWS

## A BOY'S SHINING HOUR

- - -

"Today" Spotlights Chicago Lad Who Polished Nixon's Shoes

NBC CONVENTION CENTRAL, Chicago, July 28 -- A 10-year-old boy had a grin as big as a watermelon slice yesterday (July 27). He had taken his first cab ride, become sole possessor of $101, shined the shoes of the Vice President of the United States and made a nation-wide television appearance with Dave Garroway on NBC-TV's "Today" show.

The lad, Leon Thompson, had all this good fortune because a big man pushed him onto an elevator, and when he got off, Vice President Nixon needed a shoe-shine -- and there was a battery of television cameras nearby. The result was a light human interest spot in the political happenings of the convention. Garroway was watching the spot and immediately set his staff to work to find Leon and get him on the morning's program.

Chicago is a big city, Leon is a small shoe-shine boy, and finding him wasn't easy. It took three hours of constant phoning (one call as far as San Jose, Calif.) to finally get his name and address. The family, numbering 16, live in a rundown area on the West Side of Chicago, but because they had no phone, a messenger was sent to find the boy and get a confirmation for his appearance on the "Today" program yesterday. This took another two hours since the first given

(more)

address was a vacant lot, and the NBC messenger had to comb the neighborhood to find the boy.

Leon had his first taxi ride at 5 a.m. Wednesday morning when "Today" writer Al Smith picked him up to take him to the program. On the air, Leon and Garroway chatted and then Dave handed him a $100 bonus for his appearance on the show.

Leon couldn't believe it and -- in view of some 11,000,000 people across the country -- methodically counted the five $20 bills. Then, pocketing the money, he looked at Dave and said, "You know, mister, some day you may be President." Nixon, on Tuesday, had given the shoe-shine boy a dollar.

-----o-----

NBC-7/28/60

address was a modest 1st, and she had a passenger but to cover the neighborhood to find her son.

Leon has his first case, which is a.m. Wednesday morning when "Judge" arrives. At noon he closed his up to take him to the program. At the air. Leon and Lawrence discussed and Leon then needed him a $100 bonus for his assistance to the show.

Leon confident believes it are -- in view of some 13,000,000 people across the country -- relatively counted the five ten cities. Then, according the "Lady," in 1.000.3 at have and said, "Yes Leon, rather, some day, you may be Hollywood." Albert on Thursday, Leon gives one show-stopper for a dollar.

---

## 'PROJECT 20' HONORED FOR PRODUCTION OF 'MEET MR. LINCOLN'

The Lincoln Sesquicentennial Commission this week presented a citation to the NBC-TV "Project 20" for its production of "Meet Mr. Lincoln," calling it an "extraordinary contribution" to the accomplishment of the objectives of the Commission in the Lincoln Sesquicentennial Year 1959-60.

A dramatic portrayal of Abraham Lincoln in his Presidential years, the program was first telecast Feb. 11, 1959, and was repeated exactly one year later, being hailed on both occasions as a TV masterpiece.

"Your generous participation in the Sesquicentennial observance did much to perpetuate the name of that great American leader, Abraham Lincoln, and recall to the public the principles and ideals for which he stood," the citation stated.

-----o-----

NBC-New York, 7/28/60

## HUGH DOWNS WRITES 'WHAT I THINK JACK PAAR IS REALLY LIKE'

"What I Think Jack Paar Is Really Like" by Hugh Downs, an excerpt from the soon-to-be-released Downs autobiography "Yours Truly...," will be a featured article in the Aug. 16 issue of Look magazine. The issue will be on newsstands Aug. 2.

Downs characterizes Paar as "a clown who cries when he feels like crying, whose laughter, as a result is genuine, and who feels that there are worse things in the world than the show's not going on. One of them is not to show one's true self."

Downs -- a regular on NBC-TV's "Jack Paar Show" (Monday through Friday, 11:15 p.m. to 1 a.m. EDT) -- comments, "Paar takes no orders and scarcely any direction. He loves people, but hates crowds. (The reverse is more in the tradition of this business.) He admits to meager talent as a comedian, but he is undeniably a wit."

-----o-----

## 'NATIONAL VELVET' STARTS PRODUCTION

"National Velvet," new weekly series on the NBC-TV Network, began production July 27 at MGM Studios, Hollywood.

The series will premiere Sunday, Sept. 18 (8 p.m. EDT), starring 12-year-old Lori Martin as Velvet Brown. The cast includes Carole Wells as Velvet's boy-crazy older sister, Joey Scott as her younger brother, who collects ants, Ann Doran as Mrs. Brown, Arthur Space as Mr. Brown and James McCallion as handyman Taylor. Robert Maxwell and Rudy Abel, who created and produced "Lassie," are producing the series. Harry Keller directs.

-----o-----

NBC-New York, 7/28/60

[illegible]

"What I think [illegible] is [illegible] [illegible] "[illegible] [illegible] [illegible] [

July 29, 1960

'THE COMING CAMPAIGN'

- - -

Candidates and Issues to Be Examined in Full-Hour Telecast
With Chet Huntley and Other NBC News Correspondents

"The Coming Campaign," an examination of the candidates and issues in the campaign for the 1960 Presidential election, will be presented by NBC News on the "World Wide 60" series Saturday, Aug. 6 (9:30-10:30 p.m. EDT).

Chet Huntley, fresh from NBC's widely-acclaimed coverage of the Democratic and Republican national conventions, will be anchorman on the telecast. He will be joined by NBC's four convention floor reporters -- Frank McGee, Herb Kaplow, Merrill Mueller and Martin Agronsky. Other NBC News correspondents who participated in the convention coverage and will appear on the program are Sander Vanocur, Robert McCormick, Edwin Newman and Joseph C. Harsch.

"The Coming Campaign" will be produced by Chet Hagan.

-----o-----

SQUIBB LABORATORIES TO SPONSOR 'PEOPLE ARE FUNNY' ON NBC-TV

FOR RELEASE MONDAY A.M., AUG. 1

The new Squibb Laboratories marketing unit of E. R. Squibb & Sons will sponsor "People Are Funny" on NBC-TV beginning in the Fall, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The purchase marks the first full-time sponsorship of network television by the pharmaceutical firm to promote consumer products.

The popular audience participation program, starring Art Linkletter, will begin its seventh year on television and will be telecast in a new time period -- Sundays (6:30-7 p.m. EDT) -- beginning Sept. 18.

"People Are Funny" started on NBC Radio in 1942 and has been on NBC-TV since September, 1954.

The Squibb purchase was made through Donahue & Coe Inc.

-----o------

NBC CONVENTION NEWS

'CONGRATULATIONS TO ENTIRE NBC TEAM'

NBC CONVENTION CENTRAL, Chicago, July 29 -- The following wire was received yesterday (July 28) by Robert E. Kintner, President, National Broadcasting Company:

> Please extend congratulations to entire NBC team which has done it again.
>
> Coverage of Republican convention has been in the same superb manner as the Democratic convention, setting new high standards of journalistic coverage. The affiliates are delighted that the public has demonstrated so dramatically its approval of the NBC coverage in concrete terms of affording NBC stations an overwhelming share of audience for both conventions.

Jack Harris
Chairman, Board of Delegates
NBC Affiliates

-----o------

PR-14

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

July 29, 1960

SENATOR KENNEDY 'WHOLEHEARTEDLY' ACCEPTS INVITATION FROM ROBERT W. SARNOFF TO APPEAR WITH VICE PRESIDENT NIXON IN 'THE GREAT DEBATE' ON NBC-TV AND RADIO NETWORKS

Senator John F. Kennedy, Democratic candidate for President yesterday (July 28) "wholeheartedly" accepted the invitation from Robert W. Sarnoff, Chairman of the Board of NBC, to appear with Vice President Richard M. Nixon on "The Great Debate" on the NBC Televisio and Radio Networks.

Mr. Sarnoff wired the offer based on the expectation that enabling legislation, already adopted by the Senate, would be passed by the House during its August session. The legislation suspends a provision that would compel broadcasters to give equal time to a doze or more minor and splinter party candidates. The series would occupy eight full hours of prime evening time.

Following is the text of Mr. Kennedy's telegraphed reply fr Hyannis Port, Mass.:

"I wholeheartedly accept your invitation to meet on television with Vice President Nixon during the coming campaign. I believe you are performing a notable public service in giving the American people a chance to see the candidates of the two major parties discuss the issues face to face. I have asked Leonard Reinsch, who is in charge of our radio and television, to contact your staff to work out suitable arrangements."

-----o-----

NBC CONVENTION NEWS

## FINALE AT CHICAGO

### Interview with Nixon, and Full-Hour "NBC Special Report" With Exclusive Telecasts, Highlight NBC News' Programming at Closing GOP Session

NBC CONVENTION CENTRAL, Chicago, July 29 -- NBC News closely followed the story of Richard M. Nixon and Henry Cabot Lodge yesterday (July 28) in a special full-hour telecast and in the NBC-TV coverage of the final session of the Republican convention that nominated them as Republican running mates.

NBC-TV was the only network to present live coverage of a news conference called by Democratic nominee John F. Kennedy at his Hyannis Port, Mass., home, and a breakfast at the Morrison Hotel in Chicago at which Vice President Nixon told 600 Republican women that the election would be the "closest in the history of this country."

These events were seen in an "NBC Special Report" (11 a.m. to 12 noon EDT), which also included the first network coverage of a news conference called by U. S. Ambassador Lodge and a meeting held by Nixon with Governor Nelson A. Rockefeller and the New York State delegation to the Republican convention.

NBC's coverage of the final session began at 7:30 p.m. EDT. It opened with a background report of late developments by Chet Huntley, David Brinkley and Merrill Mueller, who told in detail how Lodge's

(more)

name was chosen in an "air-conditioned room" in the Sheraton Blackstone Hotel -- three floors from the "smoke-filled room" where the name of Warren G. Harding was decided on in 1920.

The NBC-TV programming covered in full the acceptance speeches of both nominees, as well as the roll call and balloting for the Vice Presidential nomination, the Nixon demonstration and the speech by Governor Rockefeller in which he introduced the nominee as "Richard E. Nixon."

NBC newsmen and cameramen stayed close to both Nixon and Lodge. In closeup view of an NBC camera, Martin Agronsky interviewed Nixon as he entered the International Amphitheatre and drew from him the story of how he had prepared for his acceptance speech -- how he outlined it after a week of reading philosophy, history, literature and speeches given by others.

Agronsky also interviewed Leonard Hall, Nixon's campaign manager, who previewed the Republicans' Pre-election strategy. NBC cameras were the first to show Ambassador Lodge in the Stockyard Inn next door to the convention hall. They caught him in clear closeups as he made his way to his suite and again as he walked from the inn to the convention hall. NBC's Floyd Kalber questioned Nixon as he left his suite in the Sheraton Blackstone Hotel.

In a review of the convention, Chet Huntley said that for hours the only real issue was the civil rights fight, that at times there was "a sense of deep longing and nostalgia" for the principles espoused by Senator Barry Goldwater of Arizona, and that the country had not heard the last of Governor Rockefeller and Governor Mark O. Hatfield of Oregon.

(more)

NBC COLOR TELEVISION NEWS

# NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Aug. 7 - 13 (All Times EDT)

Sunday, Aug. 7

8-9 p.m. -- "Music on Ice" - presents "Manhattan Stardust" with Judy Lynn, Shirley Linde, Bill Knapp, Karen Olson, Gene Parker, Curtin and Hittle, Capt. Schreiber's Chimps, Seiler and Seabold, the Skip-Jacks and the Dancing Blades. Johnny Desmond is host.

9-10 p.m. -- "The Chevy Mystery Show." Walter Slezak is host.

Monday through Friday, Aug. 8-12

11-11:30 a.m. -- "The Price Is Right" - with Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with Bill Leyden.

Monday, Aug. 8

10-11 p.m. -- "Esther Williams at Cypress Gardens," a musical starring Esther Williams, with Fernando Lamas and Joey Bishop.

Tuesday, Aug. 9

9:30-10 p.m. -- "The Arthur Murray Party"- tonight's guests are Zsa Zsa Gabor, Carol Haney, Larry Blyden and Gene Barry. (Repeat)

Wednesday, Aug. 10

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

Friday, Aug. 12

9:30-10 p.m. -- "Masquerade Party" - with Bert Parks as host.

10-11 p.m. -- "Moment of Fear" presents "The Third Party," starring E. G. Marshall with special guest James Gregory.

(more)

2 - NBC-TV Network Colorcast Schedule

Saturday, Aug. 13

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

7:30-8:30 p.m. -- "Bonanza" - tonight - "The Last Trophy." (Repeat)

* * *

ADDITION TO AUGUST COLORCAST SCHEDULE

Monday, Aug. 29

7:30-8:30 p.m. -- "Riverboat" - "Payment in Full" (Repeat)

-----o------

NBC-New York, 7/29/60